

SCOTT'S of STOW

From the heart of the Cotswolds... to the heart of your home

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	66% female
Age	60+
Multi Buyers	Over 52% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order/online buyers

Details

Available Slots	5
Max Size	A5
Max Weight	10g
CPT A5 10gms	£45 per 1,000
Terms	No cash with order offers

Month	Volume	Delivery	Start Date
January	500,000	16/01/2017	18/01/2017
February	90,000	09/02/2017	21/02/2017
March	786,000	20/03/2017	31/03/2017
April	162,000	10/04/2017	21/04/2017
May	204,000	28/04/2017	11/05/2017
June	230,000	01/06/2017	13/06/2017
July	555,000	23/06/2017	05/07/2017
August	242,000	18/08/2017	31/08/2017
September	887,000	15/09/2017	28/09/2017
October	X	X	X
November	250,000	20/10/2017	02/11/2017
November	169,000	10/11/2017	23/11/2017

Insertion dates and volumes are subject to change. Please check with the inserts team for placing options.

New Summer Collection 2016

SCOTT'S of STOW

PRICE CHECK SUMMER 2016
NEW PRODUCTS - NEW PRICES - NEW DEAL

FREE Delivery
on orders over £50
worth £4.95

Make healthy, carb-free vegetable spaghetti in seconds

The Original Spiraliser
ONLY £19.95
See page 29 for details

100's OF PRICES REDUCED ACROSS OUR ENTIRE WEBSITE
www.scottsofstow.co.uk Order 24hrs Phone 0844 482 2020

OVER 130 NEW LOWER PRICES THIS SUMMER SEASON

Background

Scotts of Stow offers stylish and upmarket kitchen and tableware plus products for the home and garden. Customers have been recruited via direct mail and inserts in quality newspapers and upmarket magazines and spend on average £70 per order.

Customers are predominantly women, aged over 60 and married to professionals or retired. They have a high disposable income and are financially aware, owning stocks, shares, unit trusts and other investments.

They enjoy the finer things in life with interests in theatre, eating out and foreign holidays. Gardening, walking, playing golf and the environment also score high.

Works well for: Finance, travel, health, collectables, food & wine, jewellery, charities and high value non-competing mail order offers.

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