

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	85% female
Age	Aged 30-65 years old
Multi Buyers	Over 65% have made two or more purchases in the past 12 months
Demographic	A, B, C1,
Customers	Mail order and online buyers

Details

Available Slots	4
Max Size	A5 preferred
Max Weight	10g
CPT A5 10gms	£45 per 1,000
Comments	Larger inserts may be considered

Month	Volume	Delivery	Start Date
January	X	X	X
February	X	X	X
March	X	X	X
April	X	X	X
May	X	X	X
June	X	X	X
July	X	X	X
August	X	X	X
September	100,000	TBA	TBA
October	500,000	TBA	TBA
November	X	X	X
December	X	X	X

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

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Frith Barn, Dean Street, East Farleigh, Maidstone, Kent ME15 0PR



Background

An award-winning home shopping company established in 1999. They specialise in science toys, maths toys, arts and crafts and other toys and games that are fun to use but also encourage learning and development. Well educated, affluent, home owners with a high percentage of grandparents purchasing. Brightminds offer a wide range of educational toys and products for children aged 0-16.

Works well for: Travel, financial, food, non-competing mail order and highly responsive to charities.

Website: www.brightminds.co.uk