

Inserts media programme

Profile

Inserts type	Product Despatch
Gender	68% female
Age	70+
Multi Buyers	Over 70% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	4
Max Size	A4
Max Weight	80g
CPT A5 10gms	£45 per 1,000
Delivery	Lille, France

Month	Volume	Delivery	Start Date
January	5,500	01/12/2016	02/01/2017
February	5,500	02/01/2017	01/02/2017
March	5,500	01/02/2017	01/03/2017
April	5,500	01/03/2017	03/04/2017
May	5,500	03/04/2017	01/05/2017
June	5,500	02/05/2017	01/06/2017
July	5,500	01/06/2017	03/07/2017
August	5,500	03/07/2017	01/08/2017
September	5,500	01/08/2017	01/09/2017
October	5,500	01/09/2017	02/10/2017
November	5,500	02/10/2017	01/11/2017
December	5,500	01/11/2017	01/12/2017

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



Background

Ideas Comfort product range is focused on health & beauty, kitchenware, houseware and garden products direct from France. Almost half of Ideas Comfort customer database are retired. A great way to reach the most recent active customers.

Works well for: Charity, environmental appeals, health, children's merchandise (for grandchildren), travel, gardening and more!

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