

ECKMAN

Practical Solutions for the Garden

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	70% male
Age	50+
Multi Buyers	Over 65% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order buyers



Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	Volumes of 20k to 25k

Month	Volume	Delivery	Start Date
January	200,000	15/12/2016	02/01/2017
February	150,000	16/01/2017	01/02/2017
March	150,000	15/02/2017	01/03/2017
April	250,000	15/03/2017	03/04/2017
May	300,000	13/04/2017	01/05/2017
June	300,000	15/05/2017	01/06/2017
July	300,000	15/06/2017	03/07/2017
August	300,000	14/07/2017	01/08/2017
September	300,000	15/08/2017	01/09/2017
October	250,000	15/09/2017	02/10/2017
November	200,000	16/10/2017	01/11/2017
December	200,000	15/11/2017	01/12/2017

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

Background

Eckman sell a wide variety of garden furniture and garden equipment. A great way to target an affluent male biased audience who are active.

Works well for: Technology, travel, home computing, food & wine, DIY, motoring, charities, financial and more!

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