



Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	50% female
Age	65+
Multi Buyers	Over 57% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	5
Max Size	A5
Max Weight	16g
CPT A5 10gms	£45 per 1,000



Month	Volume	Delivery	Start Date
January	50,000	15/12/2016	02/01/2017
February	50,000	16/01/2017	01/02/2017
March	50,000	15/02/2017	01/03/2017
April	50,000	15/03/2017	03/04/2017
May	50,000	13/04/2017	01/05/2017
June	50,000	15/05/2017	01/06/2017
July	50,000	15/06/2017	03/07/2017
August	50,000	14/07/2017	01/08/2017
September	50,000	15/08/2017	01/09/2017
October	50,000	15/09/2017	02/10/2017
November	50,000	16/10/2017	01/11/2017
December	50,000	15/11/2017	01/12/2017

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

Background

Good Times Direct strives to bring you the very best in nostalgic audio and DVD's to take you back in time, however young you may be! Their 48 page catalogue sells music and film nostalgia from 40's, 50's, 60's 70's and more. Their extensive range is constantly updated with the latest new titles and special offers.

Works well for: Financial offers, travel, charities, health, insurance, mobility and anything aimed at the 50+ market.

Website: www.goodtimesdirect.com

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