

THE HISTORIC MOTOR MUSEUM MINT

PRESTIGE CLASSIC COLLECTABLES

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	90% male
Age	60+
Multi Buyers	Over 55% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	100% 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	X	X	X
February	50,000	16/01/2017	01/02/2017
March	X	X	X
April	50,000	15/03/2017	03/04/2017
May	X	X	X
June	50,000	15/05/2017	01/06/2017
July	X	X	X
August	50,000	14/07/2017	01/08/2017
September	X	X	X
October	50,000	15/09/2017	02/10/2017
November	X	X	X
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

Historic Motor Museum Mint sell a variety of high quality die-cast cars as well as other popular transport collectables. There are 3000 new names each month making it ideal for testing.

80% of customers pay by card and 88% are home owners.

Works well with any advertiser looking to target the grey, male market.

Works well for: DIY, gardening, books, music, charities and travel.

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