

# LISTEN20

classic audiobooks, music, film and tv

## Inserts media programme

### Profile

<b>Inserts type</b>	Catalogue Mailing
<b>Gender</b>	50% female
<b>Age</b>	60+
<b>Multi Buyers</b>	Over 75% have made two or more purchases in the past 12 months
<b>Demographic</b>	B, C1, C2
<b>Customers</b>	Mail order buyers

### Details

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

Month	Volume	Delivery	Start Date
January	25,000	15/12/2016	02/01/2017
February	25,000	16/01/2017	01/02/2017
March	25,000	15/02/2017	01/03/2017
April	25,000	15/03/2017	03/04/2017
May	25,000	13/04/2017	01/05/2017
June	25,000	15/05/2017	01/06/2017
July	25,000	15/06/2017	03/07/2017
August	25,000	14/07/2017	01/08/2017
September	25,000	15/08/2017	01/09/2017
October	25,000	15/09/2017	02/10/2017
November	25,000	16/10/2017	01/11/2017
December	25,000	15/11/2017	01/12/2017

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

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### Background

Purchasers of audiobooks, music and film nostalgia. A catalogue is sent out monthly to only their best of buyers. A high % of their customers are retired home owners who are computer & technology savvy.

**Works well for:** Mobility, travel, charity, finance, lotteries and non-competing mail order offers.

**Website:** [www.goodtimesdirect.com/listen2](http://www.goodtimesdirect.com/listen2)