

nostalgia direct

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	50% female
Age	60+
Multi Buyers	Over 68% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	3
Max Size	A5
Max Weight	10g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	25,000	22/12/2016	16/01/2017
February	X	X	X
March	25,000	24/02/2017	06/03/2017
April	X	X	X
May	25,000	21/04/2017	03/05/2017
June	25,000	13/06/2017	27/06/2017
July	X	X	X
August	25,000	04/08/2017	15/08/2017
September	25,000	15/09/2017	26/09/2017
October	X	X	X
November	25,000	20/10/2017	01/11/2017
December	X	X	X

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

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nostalgia direct
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ISSUE 99

Background

Nostalgia Direct sell a wide variety of nostalgic music CD's and videos/DVD's via mail order, off-the-page, direct mail and their website. High percentage of their customers are retired home owners, highly responsive to charities and 80% pay by credit card. There is a high level of repeat advertisers.

Works well for: Charities, gifts, collectibles, books, fashion, mobility, health and more!

Website: www.nostalgiadirect.com

