

pitney bowes



TM

Inserts media programme

Profile

Inserts type	Statement Mailing
Gender	61% female
Age	Aged 35 to 55
Multi Buyers	Over 80% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Entrepreneurs, Independents 70%, Telemarketing 83%, Internet 8%, Direct Mail 5%, Alternate 4%



We power billions of transactions across the world of commerce.

Big or small, physical or digital, we can help you create lasting impact with your customers.

Details

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



Month	Volume	Delivery	Start Date
January	80,000	19/16/2016	02/01/2017
February	80,000	20/01/2017	01/02/2017
March	80,000	20/02/2017	01/03/2017
April	80,000	20/03/2017	03/04/2017
May	80,000	20/04/2017	01/05/2017
June	80,000	19/05/2017	01/06/2017
July	80,000	20/06/2017	03/07/2017
August	80,000	20/07/2017	01/08/2017
September	80,000	18/08/2017	01/09/2017
October	80,000	20/09/2017	02/10/2017
November	80,000	20/10/2017	01/11/2017
December	80,000	20/11/2017	01/12/2017

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

Background

Through innovation, growth and strategic acquisition, Pitney Bowes has become the \$6.3 billion leader in the fast-growing mailstream category, operating in more than 130 countries and employing over 35,000 mailstream professionals.

Their monthly UK Statement Mailing programme is available to carry non-competing third party inserts to a highly targeted audience of direct response generated consumers in businesses.

As well as being perfectly targeted for B2B offers to small businesses, has also proven to be successful and is ideal for B2C offers for Telecoms, Educational and Self Improvement, IT Hardware and Software, Gifts and Gadgets, Home Improvements, Insurance, Motor, Travel & Accommodation, Entertaining, Food & Drink and Published Products.

Your insert will be viewed by qualified direct response buyers who remain Pitney Bowes customers for many years.

Works well for: Health, mobility, travel, collectibles, financial, charities and more!

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