

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	65% female
Age	50+
Multi Buyers	Over 56% 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.

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Background

Pure Alternatives sell herbal remedies, with a strong offering including creams, lotions, oils and vitamins as well as other products for general health and beauty. 61% of customers pay via credit card with a high % of repeat purchasers and a high level of multi buyers.

Works well for: Gardening, DIY, crafts, charities, entertainment and non-competing mail order offers.

Website: www.purealternatives.net