



Inserts media programme

Profile

Inserts type	Product Despatch
Gender	65% male
Age	40+
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	A4
Max Weight	100g
CPT A5 10gms	£50 per 1,000

Month	Volume	Delivery	Start Date
January	15,000	19/16/2016	02/01/2017
February	15,000	20/01/2017	01/02/2017
March	15,000	20/02/2017	01/03/2017
April	15,000	20/03/2017	03/04/2017
May	15,000	20/04/2017	01/05/2017
June	15,000	19/05/2017	01/06/2017
July	15,000	20/06/2017	03/07/2017
August	15,000	20/07/2017	01/08/2017
September	15,000	18/08/2017	01/09/2017
October	15,000	20/09/2017	02/10/2017
November	15,000	20/10/2017	01/11/2017
December	15,000	20/11/2017	01/12/2017

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



Background

Ryan air customers are people who have flown on Ryan Air and purchased from their in-flight catalogue.

Most customers are business and frequent air travellers' having flown with Ryan Air at least twice in the past 6 months. The catalogue sells home ware, health and beauty products, fitness, gadgets, clothing, and more!

Works well for: Lottery, finance, charities and non competing mail order goods.

Website: N/A

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