

Scientific Golf



Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	80% male
Age	45+
Multi Buyers	Over 45% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	100% 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	X	X	X
February	X	X	X
March	50,000	15/02/2017	01/03/2017
April	X	X	X
May	50,000	14/04/2017	01/05/2017
June	X	X	X
July	50,000	15/06/2017	03/07/2017
August	X	X	X
September	50,000	15/08/2017	01/09/2017
October	X	X	X
November	X	X	X
December	X	X	X

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



Background

Scientific Golf offer a varied range of specialist golf products, driving irons that correct a players swing, woods that are designed to out hit normal clubs, training aids, books and DVD's.

The average order values are in the region of £95 with 20% spending more than £140 on one golf club. 30% of customers earn over £30,000 a year and 32% are high earning professionals in senior management.

Works well for: Finance, travel, food & wine, health, collectables, jewellery and high value mail order offers.

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