

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	50% female
Age	60+
Multi Buyers	Over 95% 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	A4
Max Weight	Varies
CPT A5 10gms	£45 per 1,000
Terms	Will not carry more than 8pp

Month	Volume	Delivery	Start Date
January	100,000	16/12/2016	03/01/2017
February	100,000	27/01/2017	31/01/2017
March	100,000	24/02/2017	28/02/2017
April	80,000	24/03/2017	28/03/2017
May	80,000	21/04/2017	25/04/2017
June	80,000	26/05/2017	30/05/2017
July	80,000	23/06/2017	27/06/2017
August	80,000	21/07/2017	25/07/2017
September	80,000	25/08/2017	29/08/2017
October	80,000	22/09/2017	26/09/2017
November	80,000	20/10/2017	24/10/2017
December	80,000	17/11/2017	21/11/2017

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



Background

Simply Home Entertainment sell a wide range of music and film nostalgia via mail order, off-the-page, and their website.

Very loyal customer database with a very high percentage of multi-buyers and are highly responsive to charities and love competitions.

The database is regularly updated meaning that only the most responsive customers are mailed. Profiling shows a high % of customers are aged 70+.

Works well for: Gifts & collectibles, garden, motoring, charities, insurance, financial, travel, competitions, prize draws and DIY Offers.

Website: www.simplyhe.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

Frith Barn, Dean Street, East Farleigh, Maidstone, Kent ME15 0PR

