



Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	50% female
Age	60+
Multi Buyers	Over 75% 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	X	X	X
February	50,000	16/01/2017	01/02/2017
March	X	X	X
April	50,000	15/03/2017	03/04/2017
May	X	X	X
June	50,000	15/05/2017	01/06/2017
July	X	X	X
August	50,000	14/07/2017	01/08/2017
September	X	X	X
October	50,000	15/09/2017	02/10/2017
November	X	X	X
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.



Background

Sound & Vision sell a wide variety of nostalgic music and video titles from the 40's, 50's 60's and the 70's. Viewing titles also include educational and historical subjects. Music artistes include The Seekers, Acker Bilk, Tammy Wynette and many more!

Mailed bi-monthly and therefore updated regularly with the most recent buyers.

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

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