



Inserts media programme

Profile

Inserts type	Product Despatch
Gender	65% female
Age	Aged 45 to 70
Multi Buyers	Over 52% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	DRTV and mail order buyers

Details

Available Slots	Weight Dependent
Max Size	A5
Max Weight	60g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	14,000	19/12/2016	02/01/2017
February	14,000	18/01/2017	01/02/2017
March	14,000	15/02/2017	01/03/2017
April	14,000	20/03/2017	03/04/2017
May	14,000	17/04/2017	01/05/2017
June	14,000	18/05/2017	01/06/2017
July	14,000	19/06/2017	03/07/2017
August	14,000	18/07/2017	01/08/2017
September	14,000	18/08/2017	01/09/2017
October	14,000	18/09/2017	02/10/2017
November	14,000	18/10/2017	01/11/2017
December	14,000	17/11/2017	01/12/2017

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



Background

One of the world's leading direct response and retail marketers.

Thane Direct sell fitness, health, beauty, home wear, garden, DIY and more products in the UK via their website (please see below) and their TV shopping channel.

Works well for: Charities, travel, financial and anything aimed at the 50+ market.

Website: www.thanedirect.co.uk

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