

Wellform[®]

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	57% female
Age	55+
Multi Buyers	Over 75% 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	A5
Max Weight	16g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	X	X	X
February	100,000	16/01/2017	01/02/2017
March	X	X	X
April	100,000	15/03/2017	03/04/2017
May	X	X	X
June	100,000	15/05/2017	01/06/2017
July	X	X	X
August	100,000	14/07/2017	01/08/2017
September	X	X	X
October	100,000	15/09/2017	02/10/2017
November	X	X	X
December	100,000	15/11/2017	01/12/2017

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

Wellform[®]
Everyday products for your health and wellbeing
Visit our website to shop Online: www.wellformdirect.co.uk

Hot, Healthy and Happy
Let's face it, we'd all love to have the perfect body, but not if it means starving ourselves and feeling miserable all the time!
Inside Hot, Healthy, Happy you'll find a nutritional, psychological and spiritual toolkit that will enable you to wake up each day with enough energy to follow your dreams; have flawless skin and nails to die for; have a period without needing painkillers and chocolate bars
H69933 Hot, Healthy & Happy £12.99

Diabetes Improvement Program
The Diabetes Improvement Program by Dr Patrick Quilling discusses the causes of diabetes and asks whether the body contains built-in healers that nature can activate. The answers could give diabetics control of their lives and a real feeling of satisfaction.
ID1AB Diabetes Improvement Program £9.99

17 Day Diet
YOUR GUIDE TO HEALTHY WEIGHT LOSS WITH RAPID RESULTS
The 17 Day Diet offers readers a plan that will help them change their eating habits, their health and their life.
The 17 Day Diet Workbook provides a more structured dieting experience for readers who want extra guidance and direction.
H69932 17 Day Diet - Book £9.99

Renew your Life
The first printing of Renew Your Life by Brenda Watson has well exceeded all expectations.
The book has sold an unprecedented 19,000 copies in a 90 day period.
It's obvious that Renew Your Life is contributing to the improved digestion and detoxification of thousands of readers around the world.
2RYB Renew your life £9.99

Online: www.wellformdirect.co.uk **Phone: 0871 075 0227**
Children charged at National Rate (10p per minute from a UK landline)

Background

Wellform sell a range of products such as everyday helpers, everyday vitamins & minerals, health & lifestyle books, health aids, lifestyle products, male/female health supplements, specialist creams, weight loss & slimming products.

75% of customers pay by credit card with a high percentage of homeowners. Good average order value.

Works well for: Travel, charities, lottery and any mail order products aimed at the 50+ market.

Website: www.wellformdirect.co.uk

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