



- Sells a wide variety of products aimed at making day to day tasks that little bit easier.
- Great way to target the mainstream audience which makes it ideal for things such as charities or insurance.
- Good Ideas target only their most responsive customers with results having a positive impact to advertisers.
- www.easylifegroup.com

| | |
|------------------------|--------------------------------------|
| Type | Catalogue Mailing & Product Despatch |
| Frequency | Monthly |
| Age | 60+ |
| Gender | 64% Female |
| Profile | BC1/C2 |
| Multi-buyers | 58% |
| Customers | 100% Mail Order Buyers |
| AOV | £40 |
| Available Slots | 5 |
| Max Size | CM – A5 / PDs – A4 |
| Max Weight | CM – 16g / PDs – 100g |
| CPT A5 10gms | CM - £45 / PDs – £50 |

| Month | Volume | Delivery | Start Date |
|-----------|-----------|------------|------------|
| January | 1,000,000 | 15/12/2016 | 02/01/2017 |
| February | 1,000,000 | 16/01/2017 | 01/02/2017 |
| March | 1,000,000 | 15/02/2017 | 01/03/2017 |
| April | 1,000,000 | 15/03/2017 | 03/04/2017 |
| May | 1,000,000 | 13/04/2017 | 01/05/2017 |
| June | 1,000,000 | 15/05/2017 | 01/06/2017 |
| July | 1,000,000 | 15/06/2017 | 03/07/2017 |
| August | 1,000,000 | 14/07/2017 | 01/08/2017 |
| September | 1,000,000 | 15/08/2017 | 01/09/2017 |
| October | 1,500,000 | 15/09/2017 | 02/10/2017 |
| November | 1,500,000 | 16/10/2017 | 01/11/2017 |
| December | 800,000 | 15/11/2017 | 01/12/2017 |



Works well for:
 Financial offers, travel, charity appeals, health, insurance, mobility, lottery and more.

PD Details: Volumes vary per month. Delivery by 20th prior to mailing month.