

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	78% female
Age	60+
Multi Buyers	Over 68% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order buyers

Details

Available Slots	2
Max Size	A5
Max Weight	10g
CPT A5 10gms	£45 per 1,000
Terms	No cash with order offers

Month	Volume	Delivery	Start Date
January	X	X	X
February	X	X	X
March	X	X	X
April	X	X	X
May	X	X	X
June	X	X	X
July	X	X	X
August	X	X	X
September	178,000	28/08/2017	08/09/2017
October	614,000	22/09/2017	05/10/2017
November	339,000	20/10/2017	01/11/2017
December	91,000	16/11/2017	28/11/2017

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



Background

The Original Gift Company is one of the most respectable, well established and popular gift catalogues in the country. Both the catalogue and website are packed full of inspiring and unusual ideas many of which can be personalised and will not be found on the high street. Profiling indicates that buyers are highly mail order responsive. Many are multi-buyers, participate in charitable activities and have high levels of disposable income. The majority of buyers are female, aged 60+, empty nesters with grandchildren. Their interests include crosswords and competitions, reading, nature and wildlife. They are still very active enjoying days out, holidays and travel.

Works well for: Charities, financial, gardening, non-competing mail order and more!

Website: www.theoriginalgift.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

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

