

Inserts media programme

Profile

| | |
|---------------------|--|
| Inserts type | Product Despatch |
| Gender | 98% female |
| Age | 65+ |
| Multi Buyers | Over 70% have made two or more purchases in the past 12 months |
| Demographic | B, C1, C2 |
| Customers | Most recent purchasers |

Details

| | |
|------------------------|---------------|
| Available Slots | 5 |
| Max Size | A4 |
| Max Weight | 100g |
| CPT A5 10gms | £45 per 1,000 |
| Delivery | Lille, France |

| Month | Volume | Delivery | Start Date |
|-----------|--------|------------|------------|
| January | 29,750 | 12/12/2016 | 02/01/2017 |
| February | 47,500 | 11/01/2017 | 01/02/2017 |
| March | 75,650 | 08/02/2017 | 01/03/2017 |
| April | 82,350 | 13/03/2017 | 03/04/2017 |
| May | 47,000 | 10/04/2017 | 01/05/2017 |
| June | 75,500 | 11/05/2017 | 01/06/2017 |
| July | TBA | 12/06/2017 | 03/07/2017 |
| August | TBA | 11/07/2017 | 01/08/2017 |
| September | TBA | 11/08/2017 | 01/09/2017 |
| October | TBA | 11/09/2017 | 02/10/2017 |
| November | TBA | 11/10/2017 | 01/11/2017 |
| December | TBA | 10/11/2017 | 01/12/2017 |

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



Background

Great female fashion for the over sixties. Highly responsive to a wide range of non-competing offers and an ideal way to target mail-order female buyers. Parcels are mailed out to the most recent buyers which is the only way to reach these customers.

Works well for: Travel, health & leisure, charities, food & wine, mobility, collectables and anything aimed at females aged 65+ .

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