

# The Insert House Easy Planner

Q4 2011



Title	October				November				December			
	Month	Distribution	Delivery	Volume	Month	Distribution	Delivery	Volume	Month	Distribution	Delivery	Volume
All The Very Best	October	21-Oct-11	07-Oct-11	215,000	November	18-Nov-11	04-Nov-11	215,000	December	-	-	-
Clifford James	October	14-Oct-11	19-Sep-11	300,000+	November	01-Nov-11	04-Oct-11	300,000+	December	01-Dec-11	03-Nov-11	300,000+
Foot Friendly	October	14-Oct-11	30-Sep-11	152,000	November	11-Nov-11	28-Oct-11	152,000	December	09-Dec-11	25-Nov-11	152,000
Garden Ability	October	30-Sep-11	16-Sep-11	65,000	November	-	-	-	December	-	-	-
Healthy Living Direct	October	07-Oct-11	23-Sep-11	430,000	November	04-Nov-11	21-Oct-11	430,000	December	02-Dec-11	19-Nov-11	430,000
House Of Bath	October	10-Oct-11	20-Sep-11	1,000,000	November	10-Nov-11	20-Oct-11	500,000	December	10-Dec-11	20-Nov-11	500,000
Housewares Direct	October	14-Oct-11	30-Sep-11	77,000	November	11-Nov-11	28-Oct-11	77,000	December	09-Dec-11	25-Nov-11	77,000
Inspired Choices	October	28-Oct-11	14-Oct-11	125,000	November	25-Nov-11	11-Nov-11	125,000	December	-	-	-
JD Williams Olders	October	10-Oct-11	20-Sep-11	750,000	November	10-Nov-11	20-Oct-11	750,000	December	10-Dec-11	20-Nov-11	750,000
JD Williams Seniors	October	10-Oct-11	20-Sep-11	50,000	November	10-Nov-11	20-Oct-11	50,000	December	10-Dec-11	20-Nov-11	50,000
Jolliman	October	31-Oct-11	17-Oct-11	165,000	November	FULL	FULL	FULL	December	-	-	-
Jolliman PD	October	FULL	FULL	FULL	November	01-30 Nov-11	20-Oct-11	10,000	December	-	-	-
Mature Marketplace	October	-	-	-	November	-	-	-	December	-	-	-
Oxendales - EIRE	October	31-Oct-11	17-Oct-11	150,000	November	28-Nov-11	18-Nov-11	150,000	December	12-Dec-11	28-Nov-11	100,000
Play.com	October	01-31 Oct-11	20-Sep-11	1,200,000	November	01-30 Nov-11	20-Oct-11	1,200,000	December	01-31 Dec-11	20-Nov-11	1,100,000
Premier Man	October	31-Oct-11	17-Oct-11	150,000	November	18-Nov-11	01-Nov-11	65,000	December	12-Dec-11	28-Nov-11	100,000
Primary Times	October	10-Oct-11	30-Sep-11	2,100,000	November	28-Nov-11	18-Nov-11	2,100,000	December	-	-	-
Red House	October	18-Oct-11	08-Oct-11	300,000	November	21-Nov-11	14-Nov-11	300,000	December	-	-	-
Red House PD	October	FULL	FULL	FULL	November	FULL	FULL	FULL	December	01-31 Dec-11	20-Nov-11	35,000
Renwoods	October	06-Oct-11	26-Sep-11	265,000	November	02-Nov-11	21-Oct-11	310,000	December	01-Dec-11	21-Nov-11	195,000
Isme - Statements	October	02-30 Oct-11	26-Sep-11	100,000	November	06-27 Nov-11	31-Oct-11	80,000	December	04-25 Dec-11	28-Nov-11	80,000
Isme - PD	October	02-30 Oct-11	26-Sep-11	40,000	November	FULL	FULL	FULL	December	FULL	FULL	FULL
K&Co - Statements	October	02-30 Oct-11	26-Sep-11	425,000	November	06-27 Nov-11	31-Oct-11	340,000	December	04-25 Dec-11	28-Nov-11	340,000
K&Co - PD	October	02-30 Oct-11	26-Sep-11	275,000	November	FULL	FULL	FULL	December	FULL	FULL	FULL
Littlewoods - Statements	October	02-30 Oct-11	26-Sep-11	910,000	November	06-27 Nov-11	31-Oct-11	728,000	December	04-25 Dec-11	28-Nov-11	728,000
Littlewoods - PD	October	02-30 Oct-11	26-Sep-11	625,000	November	FULL	FULL	FULL	December	FULL	FULL	FULL
Very - Statements	October	02-30 Oct-11	26-Sep-11	700,000	November	06-27 Nov-11	31-Oct-11	560,000	December	04-25 Dec-11	28-Nov-11	560,000
Very - PD	October	02-30 Oct-11	26-Sep-11	425,000	November	FULL	FULL	FULL	December	FULL	FULL	FULL
The Book People	October	03-07 Oct-11	23-Sep-11	1,621,500	November	14-17 Nov-11	04-Nov-11	1,268,000	December	29-31 Dec-11	19-Dec-11	1,115,500
The Book People - EIRE	October	03-07 Oct-11	23-Sep-11	16,000	November	14-17 Nov-11	04-Nov-11	16,000	December	29-31 Dec-11	19-Dec-11	16,000
The Book People PD	October	FULL	FULL	FULL	November	FULL	FULL	FULL	December	01-31 Dec-11	20-Nov-11	60,000
The Book People VIP	October	03-07 Oct-11	23-Sep-11	80,000	November	14-17 Nov-11	04-Nov-11	80,000	December	29-31 Dec-11	19-Dec-11	80,000
Waterstones PD	October	01-31 Oct-11	28-Sep-11	55,000	November	01-30 Nov-11	27-Oct-11	95,000	December	01-31 Dec-11	28-Nov-11	115,000

Contact us:  
01732 897820

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