

The Insert House 3rd Party Portfolio 2011

Title	Description	Distribution	Profile	Volume	Frequency
Additions	Mail order fashion	Statements	Female C2DE 40+	40,000	Weekly
Additions	Mail order fashion	Product Despatch	Female C2DE 40+	25,000	Weekly
All The Very Best	Best selling mail order products	Catalogue mailing	Female BC1C2D 50+	215,000	bi-monthly
Choice	Mail order fashion	Statements	Female C2DE 40+	12,000	Weekly
Choice	Mail order fashion	Product Despatch	Female C2DE 40+	10,000	Weekly
Clifford James	Mail order shoe specialists	Catalogue mailing	ABC1 50+	300,000+	Monthly
Dogs Trust	Wag! supporter magazine, dog related catalogue, raffle tickets	Home delivery	Female ABC1 25+	500,000	3 times a year
Foot Friendly	Foot, feet and leg health catalogue related mail order	Catalogue mailing	Female BC1C2D 65+	215,000	Monthly
Garden Ability	Garden, home and health mail order catalogue	Catalogue mailing	Female BC1C2D 50+	65,000	Monthly
Healthy Living Direct	Home, health and mail order catalogue	Catalogue mailing	Female BC1C2D 50+	450,000	Monthly
House Of Bath	Fashion, home ware, general mail order catalogue	Catalogue mailing	Female ABC1 50+	500,000	Monthly
Housewares Direct	Home ware mail order	Catalogue mailing	Female BC1C2D 50+	77,000	Monthly
Inspired Choices	Home, health and general mail order	Catalogue mailing	Female BC1C2D 60+	120,000	Monthly
Isme	Mail order fashion	Statements	Female C2DE 50+	20,000	Weekly
Isme	Mail order fashion	Product Despatch	Female C2DE 50+	8,000	Weekly
JD Williams Olders	Female fashion - Shapely Figures, Shoe Tailor, Ambrose Wilson	Catalogue mailing	Female BC1C2D 45 to 65	750,000	Monthly
JD Williams Seniors	Female fashion - Special Collection, Heather Valley, Bury Boot & Shoe	Catalogue mailing	Female BC1C2D 65+	300,000	Monthly
Jolliman	Mens mail order fashion brand	Catalogue mailing	Male BC1C2D 50+	145,000	Monthly
K&Co	Mail order fashion	Statements	Female C2DE 50+	85,000	Weekly
K&Co	Mail order fashion	Product Despatch	Female C2DE 50+	55,000	Weekly
Kingstown PD	Mail order products for Health, Home and Garden	Product Despatch	Female BC1C2D 50+	50,000	Monthly
Littlewoods	Mail order fashion	Statements	Female C2DE 40+	170,000	Weekly
Littlewoods	Mail order fashion	Product Despatch	Female C2DE 40+	115,000	Weekly
Oxendales - EIRE	EIRE - Female fashion mail order catalogue	Catalogue mailing	Female BC1C2D	150,000	Monthly
Play.com	100% online spend, CDs, DVDs & Games	Product Despatch	50/50 Male/Female 25+	2,000,000+	Monthly
Premier Man	Male fashion mail order catalogue	Catalogue mailing	Male BC1C2D 60+	150,000	Monthly
Primary Times	Local what's on guide have children aged 5 to 11	Home delivery	Female 25 to 45	2,100,000	6+ times a year
Red House	Mail order children books	Catalogue mailing	Female ABC1 25+	190,000	Monthly
Red House PD	Mail order books and children's books	Product despatch	Female ABC1 25+	50,000+	Monthly
Renwoods	Home shopping mail order catalogue	Catalogue mailing	Female 50+	400,000	Monthly
The Book People	Mail order books	Catalogue mailing	Female ABC1 25+	870,000+	Monthly
The Book People EIRE	Mail order books	Catalogue mailing	Female ABC1 25+	20,000	Monthly
The Book People PD	Mail order books and children's books	Product despatch	Female ABC1 25+	50,000+	Monthly
The Book People VIP	Mail order books top customers	Catalogue mailing	Female ABC1 25+	80,000+	Monthly
The Entertainer, TheToyShop.com	100% Online Spend, toys	Product Despatch	ABC1 Young Families	Up to 160,000	Monthly
Very	Mail order fashion	Statements	Female C2DE 25+	100,000	Weekly
Very	Mail order fashion	Product Despatch	Female C2DE 25+	60,000	Weekly
Waterstones PD	100% online spend, books	Product Despatch	55/45 Male/Female ABC1 22 to 50	125,000	Monthly

Contact us

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Please note: New detailed media sheets are currently being updated and added daily for downloading.

Insert Advertising rates

All above are charged on a cost per thousand basis. Minimum volume 50k.

The Insert House standard Terms and Conditions apply. All agency commissions are 10% unless indicated with ** 15% applies.

