

## Media sheet

# Waterstones

Waterstones is a leading high street and online Bookseller providing customers with a wide choice of titles at great prices. They have an excellent reputation built on their knowledge and enthusiasm to inspire people to read and engage in books.

Waterstones currently mails up to 125K products per month to their audience of web savvy, educated readers, the majority of whom work full time and are aged between 22 to 50 years old.

All of the recipients on the Waterstones Product Despatch programme have purchased via the website.



Distribution	Product Despatch
Frequency	Monthly
Volume	Up to 125K per month
Region	UK
Audience profile	abc1, 55% female/45%male, aged 22-50yrs old
Insert rate card	From £50 per '000
Loose insert specification min (w x h) mm	105mm x 148mm
Loose insert specification max (w x h) mm	250mm x 170mm

## Special Features

- Online savvy buyers
- Untapped distribution channel

## Unique selling points

- Unsaturated as limited slots available
- Hitting active buyers that have purchased in 0-2 weeks (disposable income)

For further information please call:

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