

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	90g
CPT A5 10gms	£45 per 1,000
Delivery	Lille, France

Month	Volume	Delivery	Start Date
January	25,000	11/12/2019	02/01/2020
February	25,000	10/01/2020	03/02/2020
March	20,000	10/20/2020	02/03/2020
April	20,000	11/03/2020	01/04/2020
May	25,000	09/04/2020	01/05/2020
June	25,000	07/05/2020	01/06/2020
July	15,000	10/06/2020	01/07/2020
August	15,000	10/07/2020	03/08/2020
September	20,000	11/08/2020	01/09/2020
October	25,000	10/09/2020	01/10/2020
November	25,000	09/10/2020	02/11/2020
December	20,000	10/11/2020	01/12/2020

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+ .

Website: www.afibel.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

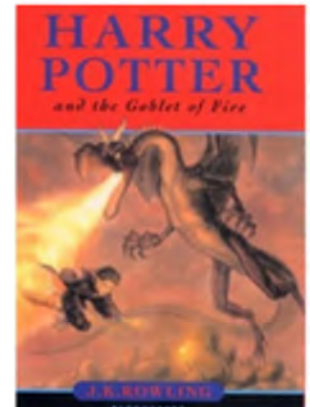
The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

awesomebooks

Inserts media programme

Profile

Inserts type	Product Dispatch
Gender	53% female
Age	45+
Multi Buyers	Over 36% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order and online buyers



Details

Available Slots	Weight dependent
Max Size	A5
Max Weight	35g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	60,000	20/12/2019	02/01/2020
February	60,000	27/01/2020	03/02/2020
March	60,000	24/02/2020	02/03/2020
April	60,000	25/03/2020	01/04/2020
May	60,000	24/04/2020	01/05/2020
June	60,000	26/05/2020	01/06/2020
July	60,000	24/06/2020	01/07/2020
August	60,000	27/07/2020	03/08/2020
September	60,000	25/08/2020	01/09/2020
October	60,000	24/09/2020	01/10/2020
November	60,000	26/10/2020	02/11/2020
December	60,000	24/11/2020	01/12/2020

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

Background

Founded in 2004 AwesomeBooks sell new and nearly new books, DVDs, CDs and games at affordable prices. With over 15 million books passing through their warehouse each year, some books are given to worthy charities both in the UK and World Wide. AwesomeBooks offer books and DVD's covering all genre's with the best selling categories being children's books, young adult, fiction, history and fantasy.

Works well for: Charities, travel, gardening, food, health, mobility and many other mail order offers.

Website: www.awesomebooks.com

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Inserts media programme

Profile

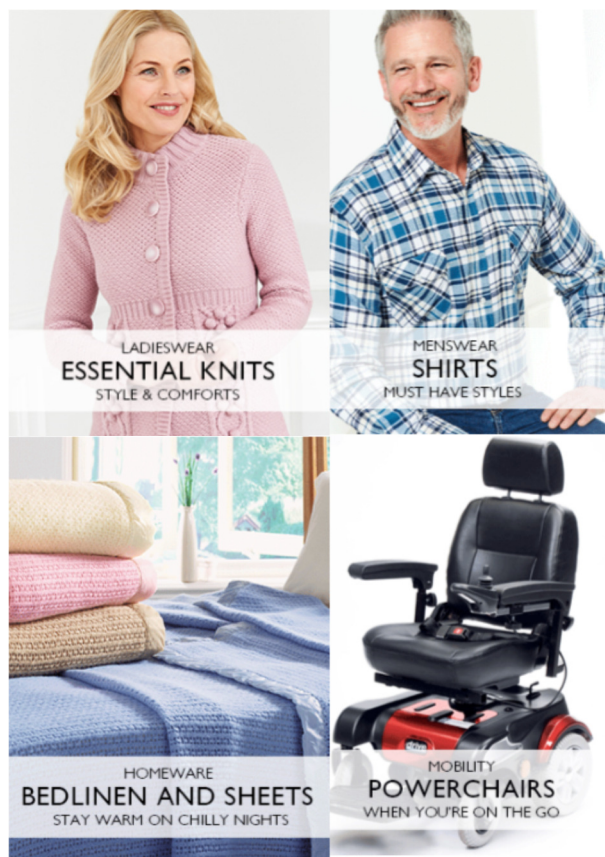
Inserts type	Catalogue Mailing & Product Despatch
Gender	50% female
Age	55+ (high % over 60)
Multi Buyers	Over 70% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	Varies per mailing
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 9g — PDs, 60g
CPT A5 10gms	CM £45 — PDs £50 per 1,000
Product Despatch	65,000 a month available

Month	Volume	Delivery	Start Date
January	1,245,000	16/12/2019	08/01/2020
February	1,430,000	28/01/2020	12/02/2020
March	2,660,000	24/02/2020	12/03/2020
April	2,255,000	16/03/2020	02/04/2020
May	1,955,000	17/04/2020	08/05/2020
June	2,545,000	18/05/2020	04/06/2020
July	950,000	15/06/2020	02/07/2020
August	410,000	27/07/2020	10/08/2020
September	665,000	14/08/2002	01/09/2020
October	1,560,000	07/09/2020	05/10/2020
November	1,065,000	12/10/2020	09/11/2020
December	500,000	02/12/2020	29/12/2020

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



Background

Chums is a mail order catalogue selling a wide range of clothing, home wear, mobility and footwear products. Originally specialising in trousers for men. Very responsive 55+ mail order customer database with 62% regularly donating to charity.

Works well for: Anything aimed at the 50+ market.

Website: www.chums.co.uk

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Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	66% female
Age	50+
Multi Buyers	Over 35% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	Volumes of 90k to 120k

Month	Volume	Delivery	Start Date
January	2,000,000	13/12/2019	02/01/2020
February	2,000,000	15/01/2020	03/02/2020
March	2,000,000	14/02/2020	02/03/2020
April	2,000,000	13/03/2020	01/04/2020
May	2,000,000	15/04/2020	01/05/2020
June	2,000,000	15/05/2020	01/06/2020
July	2,250,000	15/06/2020	01/07/2020
August	2,250,000	15/07/2020	03/08/2020
September	2,250,000	14/08/2020	01/09/2020
October	2,500,000	15/09/2020	01/10/2020
November	2,750,000	15/10/2020	02/11/2020
December	1,500,000	13/11/2020	02/12/2020

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

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DM
Data &
Marketing
Association



easylife for making your life easier
everyday solutions

DELUXE SHOE OTTOMAN BENCH
See Page 56 Only **£49.99**

Comfortable bench
Deluxe with extra width and extra height

LIGHT ANGEL
Welcome visitors, deter intruders
See Page 37
Practical

EASY-TO-READ ALARM CLOCK
My second hand sweeps silently so I don't "tick-tock"
See Page 11
Health & Well-being

COBBLED STONE EDGING
Add elegance in the garden with stone edging.
See Page 17
Outdoors

Background

Full of everyday products to help make life easier. Includes home, garden, car and personal products. The customer database is compiled of direct mail buyers, reader offers and internet sales. This is a good way to target the grey market with customers all being homeowners, typically married or living with partners with an income of around £20,000 PA and highly responsive.

Works well for: Financial services, health, publishing, charities, and non-competing mail order offers.

Website: www.easylifegroup.com

ECKMAN

Practical Solutions for the Garden

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	70% male
Age	50+
Multi Buyers	Over 65% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	Volumes of 20k to 25k

Month	Volume	Delivery	Start Date
January	200,000	13/12/2019	02/01/2020
February	150,000	15/01/2020	03/02/2020
March	150,000	14/02/2020	02/03/2020
April	250,000	13/03/2020	01/04/2020
May	300,000	15/04/2020	01/05/2020
June	300,000	15/05/2020	01/06/2020
July	300,000	15/06/2020	01/07/2020
August	300,000	15/07/2020	03/08/2020
September	300,000	14/08/2020	01/09/2020
October	250,000	15/09/2020	01/10/2020
November	200,000	15/10/2020	02/11/2020
December	200,000	13/11/2020	02/12/2020

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Background

Eckman sell a wide variety of garden furniture and garden equipment. A great way to target an affluent male biased audience who are active.

Works well for: Technology, travel, home computing, food & wine, DIY, motoring, charities, financial and more!

Website: www.eckman.com.uk

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	60% female
Age	55+ (high % 60+)
Multi Buyers	Over 45% 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	240,000	09/01/2020	23/01/2020
February	181,000	04/02/2020	18/02/2020
March	168,000	04/03/2020	18/03/2020
April	120,000	01/04/2020	15/04/2020
May	219,000	21/04/2020	05/05/2020
June	297,000	18/05/2020	01/06/2020
July	206,000	02/07/2020	16/07/2020
August	61,000	27/07/2020	10/08/2020
September	224,000	25/08/2020	08/09/2020
October	155,000	25/09/2020	09/10/2020
November	576,000	16/10/2020	30/10/2020
December	105,000	16/12/2020	30/12/2020

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



Background

The Verdict offer a unique service to inquisitive consumers who look for quality items. Their product range includes a variety of household items & gadgets that are tried, tested and reviewed.

Customers value this brand highly as it gives honest and accurate reviews and advice on each product.

Only space for 2 inserts per mailing optimizing potential for the insert to stand out.

The Verdict is a great way to reach age 55+ affluent home owners.

Works well for: Technology, travel, home computing, gourmet food & wine, DIY, motoring, charities and more!

Website: www.expertverdict.com

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DMA
Data & Marketing Association

Inserts media programme

Profile

Inserts type	Customer Mailing
Gender	75% Male
Age	60+
Income	£15k +
Demographic	B, C1, C2
Customers	Subscribers/Players of The Football Pools

Details

Mailing volume	50,000 per month
Max Size	A5 (210mm x 148mm)
Max Weight	30g
CPT A5 10gms	£45 /000 (based on 7g insert)
Comments	Heavier inserts POA

Month	Volume	Delivery	Start Date
January	45,000	20/12/2019	02/01/2020
February	45,000	27/01/2020	03/02/2020
March	45,000	24/02/2020	02/03/2020
April	45,000	25/03/2020	01/04/2020
May	45,000	24/04/2020	01/05/2020
June	45,000	26/05/2020	01/06/2020
July	45,000	24/06/2020	01/07/2020
August	45,000	27/07/2020	03/08/2020
September	45,000	25/08/2020	01/09/2020
October	45,000	24/09/2020	01/10/2020
November	45,000	26/10/2020	02/11/2020
December	45,000	24/11/2020	01/12/2020

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

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Background

Recruitment

Customers are recruited via direct mail, door to door, inserts, mid-market newspapers and niche magazines for investors.

Customer interests

Investments, banking, insurance, travel, DIY, charities, competitions, gardening, collectibles, sport & reading.

Customers are comfortable with spending money by phone, online, post or direct debit. Short lead times. Regular recruitment. Very loyal customer base.

Inserts are despatched in regular mailings which are sent to players to confirm their bet, remind them to renew their subscription or give them loyalty points.

The majority of the mailing volume are Pools players, a football based numbers game. These mail order responsive customers subscribe up to a year in advance, and play by post, telephone and online.

Website: www.thefootballpools.com



Inserts media programme

Profile

Inserts type	Product Despatch
Gender	50% female
Age	50+
Multi Buyers	Over 70% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order and online buyers

Details

Available Slots	3
Max Size	A4
Max Weight	80g
CPT A5 10gms	£45 per 1,000
Comments	Happy to carry samples

Month	Volume	Delivery	Start Date
January	18,000	20/12/2019	02/01/2020
February	18,000	27/01/2020	03/02/2020
March	18,000	24/02/2020	02/03/2020
April	18,000	25/03/2020	01/04/2020
May	18,000	24/04/2020	01/05/2020
June	18,000	26/05/2020	01/06/2020
July	18,000	24/06/2020	01/07/2020
August	18,000	27/07/2020	03/08/2020
September	18,000	25/08/2020	01/09/2020
October	18,000	24/09/2020	01/10/2020
November	18,000	26/10/2020	02/11/2020
December	18,000	24/11/2020	01/12/2020

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



Background

Garden Bird and Wildlife Company was founded in the little country town of Wem in Shropshire in the autumn of 1994. Their aim was to provide a range of high-quality foods for wild birds, something surprisingly difficult to find even now.

Today they've grown into one of the UK's largest specialist suppliers of wild bird-related products by mail order. They now have one of the widest ranges of quality foods, feeders, nest boxes and birdcare accessories, all tested for safety and effectiveness. Plus there's wildlife friendly foods, habitats and plants in the range too!

Works well for: Charity, travel, gardening, food, health, mobility and mail order offers.

Website: www.gardenbird.co.uk

@ mediasales@uklps.co.uk

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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	250,000	30/07/2020	15/08/2020
September	480,000	20/08/2020	03/09/2020
October	430,000	02/10/2020	16/10/2020
November	660,000	29/10/2020	12/11/2020
December	465,000	19/11/2020	03/12/2020

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

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Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	64% female
Age	60+
Multi Buyers	Over 58% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	100% Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs £50 per 1,000
Product Despatch	Volume - 40k monthly

Month	Volume	Delivery	Start Date
January	600,000	13/12/2019	02/01/2020
February	600,000	15/01/2020	03/02/2020
March	600,000	14/02/2020	02/03/2020
April	500,000	13/03/2020	01/04/2020
May	500,000	15/04/2020	01/05/2020
June	500,000	15/05/2020	01/06/2020
July	500,000	15/06/2020	01/07/2020
August	500,000	15/07/2020	03/08/2020
September	500,000	14/08/2020	01/09/2020
October	700,000	15/09/2020	01/10/2020
November	700,000	15/10/2020	02/11/2020
December	500,000	13/11/2020	02/12/2020

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



Background

Good Ideas sell a wide variety of products aimed at making day to day tasks that little bit easier. A great way to target the mainstream audience which makes it ideal for things such as charities or insurance. They target only their most responsive customers with results having a positive impact to advertisers. Good Ideas is part of the Easylife Group.

Works well for: Financial offers, travel, charity appeals, health, insurance, mobility, lottery and more!

Website: N/A

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Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	50% female
Age	65+
Multi Buyers	Over 57% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM & PDs, A5
Max Weight	CM, 16g — PDs, 15g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	10,000 a month available

Month	Volume	Delivery	Start Date
January	100,000	13/12/2019	02/01/2020
February	100,000	15/01/2020	03/02/2020
March	100,000	14/02/2020	02/03/2020
April	100,000	13/03/2020	01/04/2020
May	100,000	15/04/2020	01/05/2020
June	100,000	15/05/2020	01/06/2020
July	100,000	15/06/2020	01/07/2020
August	100,000	15/07/2020	03/08/2020
September	100,000	14/08/2020	01/09/2020
October	100,000	15/09/2020	01/10/2020
November	100,000	15/10/2020	02/11/2020
December	100,000	13/11/2020	02/12/2020

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

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Background

Good Times Direct strives to bring you the very best in nostalgic audio and DVD's to take you back in time, however young you may be! Their 48 page catalogue sells music and film nostalgia from 40's, 50's, 60's 70's and more. Their extensive range is constantly updated with the latest new titles and special offers.

Works well for: Financial offers, travel, charities, health, insurance, mobility and anything aimed at the 50+ market.

Website: www.goodtimesoffers.co.uk



Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	68% female
Age	55+
Multi Buyers	Over 78% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	100% Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	5,000 a month available

Month	Volume	Delivery	Start Date
January	100,000	13/12/2019	02/01/2020
February	-	-	-
March	100,000	14/02/2020	02/03/2020
April	-	-	-
May	100,000	15/04/2020	01/05/2020
June	-	-	-
July	100,000	15/06/2020	01/07/2020
August	-	-	-
September	100,000	14/08/2020	01/09/2020
October	-	-	-
November	100,000	15/10/2020	02/11/2020
December	-	-	-

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

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Background

Buyers of high quality home furnishings, interiors, households, leisure and health products. 85% of customers are homeowners with a household income of £40k+ so a high average order value.

Works well for: Food & wine, financial offers, travel, charities and high value mail order products.

Website: www.harrogatehouse.co.uk



Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	60% female
Age	50+
Multi Buyers	Over 65% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	100% Mail order buyers

Details

Available Slots	5
Max Size	A5
Max Weight	16g
CPT A5 10gms	£45 per 1,000
Comments	Also known as SAPCO

Month	Volume	Delivery	Start Date
January	200,000	13/12/2019	02/01/2020
February	200,000	15/01/2020	03/02/2020
March	200,000	14/02/2020	02/03/2020
April	200,000	13/03/2020	01/04/2020
May	200,000	15/04/2020	01/05/2020
June	200,000	15/05/2020	01/06/2020
July	200,000	15/06/2020	01/07/2020
August	200,000	15/07/2020	03/08/2020
September	200,000	14/08/2020	01/09/2020
October	200,000	15/09/2020	01/10/2020
November	200,000	15/10/2020	02/11/2020
December	200,000	13/11/2020	02/12/2020

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



Background

Healthy for Life sell a wide range of lifestyle and health enhancing products. A high percentage of customers are homeowners who respond well to a wide range of offers. Will work well for anyone wanting to target 50+ home owners.

Works well for: Gardening, DIY, crafts, charities, entertainment and non-competing mail order offers.

Website: www.hfldirect.com

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THE HISTORIC MOTOR MUSEUM MINT

PRESTIGE CLASSIC COLLECTABLES

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	90% male
Age	60+
Multi Buyers	Over 55% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	100% Mail order buyers



Details

Available Slots	5
Max Size	A5
Max Weight	16g
CPT A5 10gms	£45 per 1,000



Month	Volume	Delivery	Start Date
January	-	-	-
February	50,000	15/01/2020	03/02/2020
March	-	-	-
April	50,000	13/03/2020	01/04/2020
May	-	-	-
June	50,000	15/05/2020	01/06/2020
July	-	-	-
August	100,000	15/07/2020	03/08/2020
September	-	-	-
October	150,000	15/09/2020	01/10/2020
November	-	-	-
December	100,000	13/11/2020	02/12/2020

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

Background

Historic Motor Museum Mint sell a variety of high quality die-cast cars as well as other popular transport collectables. There are 3000 new names each month making it ideal for testing.

80% of customers pay by card and 88% are home owners.

Works well with any advertiser looking to target the grey, male market.

Works well for: DIY, gardening, books, music, charities and travel.

Website: www.motormuseummint.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

HOME SHOPPING Selections

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	65% female
Age	50+ (high % 55+)
Multi Buyers	Over 70% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — £50 per 1,000
Product Despatch	Volumes of 50k to 60k

Month	Volume	Delivery	Start Date
January	350,000	13/12/2019	02/01/2020
February	350,000	15/01/2020	03/02/2020
March	300,000	14/02/2020	02/03/2020
April	300,000	13/03/2020	01/04/2020
May	300,000	15/04/2020	01/05/2020
June	300,000	15/05/2020	01/06/2020
July	300,000	15/06/2020	01/07/2020
August	300,000	15/07/2020	03/08/2020
September	350,000	14/08/2020	01/09/2020
October	450,000	15/09/2020	01/10/2020
November	450,000	15/10/2020	02/11/2020
December	200,000	13/11/2020	02/12/2020

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

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG



Background

Home Shopping Selections sell a wide range of health, beauty, fitness, household, gifts & gardening products. A good chance to target the grey market, very responsive customer database.

Works well for: Charities, travel, financial, health, collectables, mobility and more!

Website: www.hss.uk.net

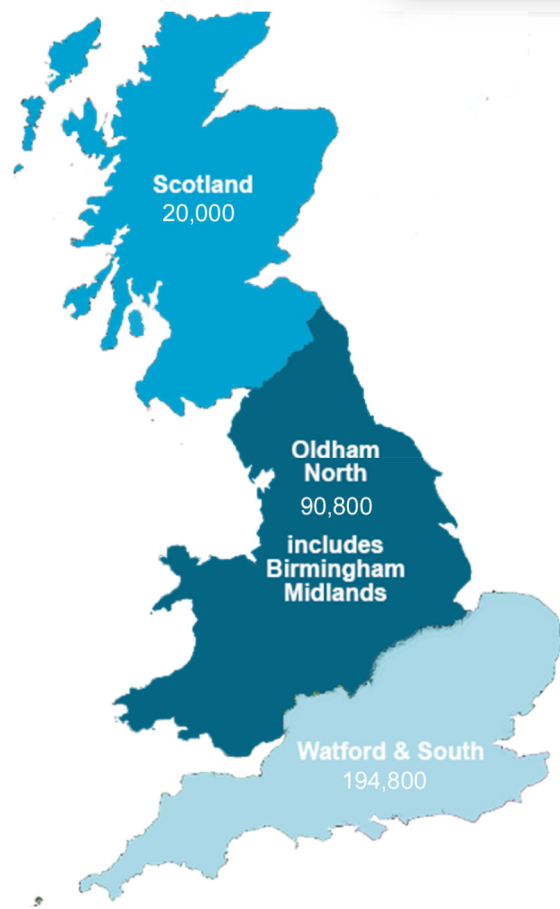


inserts media programme

Print run 305,600 Mon-Fri

the profile

- 74% Aged 45+
- High ABC1C2 Adults
- 59% Male 41% Female
- 80% happy with their present income
- Readers have an average savings & investments of £41k (£15.3k higher than average)
- They're twice as likely to have savings & investments to the value of £100k or more
- 66% married/living as a couple
- 75% are homeowners
- 75% more likely to be educated to degree level or higher (49% of readers educated to first degree)



the background

UK LPS in partnership with 360 Publishing have teamed up to bring you this advertising opportunity for media inserts within The i Newspaper, voted National Newspaper of the year 2015!

The i is a newspaper that doesn't push opinion or dumb down content but delivers with brevity and enables people to make up their own minds.

Our highly engaged, upmarket and responsive audience is intelligent, independent in thought, outgoing and motivated. They love to try new things, travel, entertain and enjoy all the trappings a full life can deliver.

the detail

Insertion Dates	Monday—Friday
Number of inserts per issue	Up to 2
Maximum pagination	16pp full run
Maximum size	A4
Full run volume	239,000
Watford & South only	143,000
Oldham & North (includes Birmingham & Midlands)	80,000
Scotland only	16,000

UK LPS, with over 22 years at the heart of the Inserts Industry!



Contacts: Laura Payne: 01622 727231 laura.payne@uklps.co.uk
or Mike Allen: 07917 588511 mike@360publishing.co.uk





the important stuff

Max Volume: 305,600 - Minimum run is one full region unless the insert is 16pp in which case the South can only insert 97,400 inserts of this format.

Regional breakdowns are on the reverse of this sheet

How many inserts in each issue? – Up to 2—Great stand out.

Delivery deadline: Wednesday of the week prior to insertion.

Availability: Monday to Saturday—This datasheet is for Monday to Friday only.

Cost: - Dependent on pagination and volume – Please call Laura Payne: 01622 724820

Specifications:

Max:	297 x 210mm	16pp	<i>(Subject to approval of sample)</i>
Min:	148 x 105mm	2pp	

*Any Inserts outside of this spec will need prior approval

Pagination	Min
2pp	150-200 gsm
4pp-6pp	80-150 gsm
8pp	60-80 gsm
16pp A4	48 gsm

the delivery information

Delivery & Presentation

1. Inserts should be delivered on solid open-ended standard size pallets for handling by fork lift truck. (Printers Pallets CANNOT be accepted).
2. All pallets should have wooden top boards the same size as the base and measure no more than 1 metre (3ft 3") in height.
3. Decks must be covered with a solid base before loading to prevent damage to the bottom layer of inserts.
4. Interleaves should be placed between each layer to aid stability and to prevent creasing and distortion of inserts.
5. Pallets should have full length corner protectors to prevent damage to products when pallets are shrink wrapped.



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6. Pallets should be wrapped with film to prevent penetration of moisture.
7. Inserts should be stacked flush to the pallet edges, inserts protruding from the sides will be creased or curled by the shrink wrap. Similarly, inserts not stacked to the pallet edge will cause pallets to be unstable and loads to become distorted during transportation.
8. Pallets should be banded both ways with plastic straps to secure the whole load.
9. Each pallet MUST have a label on all four sides stating:
 - » Amount on Pallet
 - » Issue Date
 - » Title
 - » Region(s) to be inserted
10. Inserts which vary in size or codes which require separating MUST not be presented on the same pallet and should be clearly marked for easy identification.
11. A copy of the insert must be presented on the outside of each pallet.

N.B. We will be unable to handle inserts which are stuck together due to the effects of ink, electrostatic charge, damp or which have damaged corners or edges. Inserts arriving on site which are damaged or in a state which will need extra handling will be rejected and not unloaded.

No deliveries will be accepted on “Wagon & Drag” type vehicles or Container type trailers.

the insert presentation

1. Inserts should be bundles and stacked in a manner which enables the operators to take them from the pallets without having to unwrap each bundle or redress

small turns.

2. Standard (above 2pp) inserts must be presented in turns of a minimum of 75 inserts and not less than 120mm.
3. Single sheet – Turns are NOT required for a 2pp insert.
4. 4pp to 8pp – Minimum 75 inserts per turn.
5. Bundles must have no film wrap or elastic bands, but should have a single plastic strap (spine to foredge) with only 2 turns per bundle. If problems are envisaged, such as damage or creasing of inserts due to the turn size requirements, please contact the relevant inserting dept. of the site affected for guidance.
6. Quantities on delivery notes are accepted at face value and cannot be verified, Trinity Mirror Print will not accept responsibility for shortages of any supplied components.
7. We reserve the right to refuse deliveries that are:



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- » Unable to be inspected due to unsafe stacking/packing
 - » Damaged in transit
 - » Not booked in
8. BOXED INSERTS – These present a problem to our print sites and SHOULD BE AVOIDED.
9. If inserts are unable to be bulk stacked due to the shape or size, would you please discuss the matter with the print site(s) concerned.

Delivery note and pallets on four separate sides MUST contain the following information:

the delivery documentation

- » Date of Publication
- » Name of Advertiser

- » Description of insert (i.e. 4pp A5 Leaflet)
- » Total Quantity delivered
- » No of Inserts on each pallet
- » No of Pallets
- » Differing area codes must be clearly visible on the pallet

Deliveries will only be accepted by arranging a delivery date and time slot. Delivery can be arranged by phoning the relevant contact(s) and site(s) to be provided once booking has been confirmed.

Date and time will be arranging according to Trinity Mirror's requirements.

Deliveries without an agreed date and time WILL BE REFUSED ENTRY.

Delivery drivers must adhere to the TMP PPE policy. TMP PPE policy requires steel toe cap protective footwear and reflective jackets to be work at all times whilst drivers are outside their vehicle.

Any drivers that do not adhere to this policy will be asked to remove their vehicle immediately from the site and inserts will not be unloaded.

INSERT OVERS – It is not company policy to store overs, consequently all overs will be disposed of unless we receive written instructions to the contrary.

Once a booking is confirmed all delivery and booking in contact(s) and addresses will be supplied.



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The I on Saturday

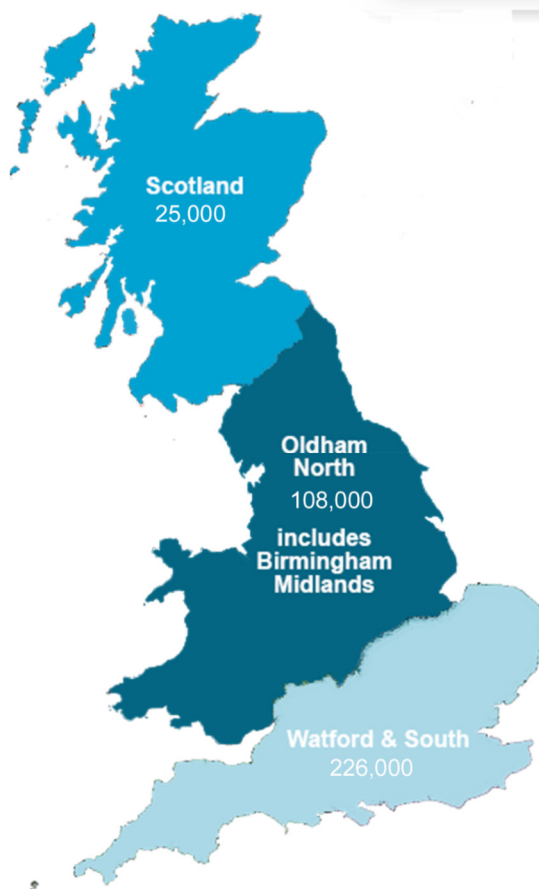


inserts media programme

Print run 359,000

the profile

- **74% Aged 45+**
- **High ABC1C2 Adults**
- **59% Male 41% Female**
- **80% happy with their present income**
- **Readers have an average savings & investments of £41k (£15.3k higher than average)**
- **They're twice as likely to have savings & investments to the value of £100k or more**
- **66% married/living as a couple**
- **75% are homeowners**
- **75% more likely to be educated to degree level or higher (49% of readers educated to first degree)**



the background

UK LPS in partnership with 360 Publishing have teamed up to bring you this advertising opportunity for media inserts within The i Newspaper, voted National Newspaper of the year 2015!

The i is a newspaper that doesn't push opinion or dumb down content but delivers with brevity and enables people to make up their own minds.

Our highly engaged, upmarket and responsive audience is intelligent, independent in thought, outgoing and motivated. They love to try new things, travel, entertain and enjoy all the trappings a full life can deliver.

the detail

Insertion Dates	Saturday
Number of inserts per issue	Up to 2
Maximum pagination	8pp full run or 16pp half run Watford and South only
Maximum size	A4
Full run volume	359,000
Watford & South only	226,000 or 113,000 if 16pp
Oldham & North (includes Birmingham & Midlands)	108,000
Scotland only	25,000

UK LPS, with over 22 years at the heart of the Inserts Industry!



Contacts: Laura Payne: 01622 727231 laura.payne@uklps.co.uk
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the important stuff

Max Volume: 359k - Minimum run is one full region unless the insert is 16pp in which case the South can only insert 113,000 inserts of this format.

Regional breakdowns are on the reverse of this sheet

How many inserts in each issue? – Up to 2—Great stand out.

Delivery deadline: Wednesday of the week prior to insertion.

Availability: Monday to Saturday—This datasheet is for Saturday only.

Cost: - Dependent on pagination and volume – Please call Laura Payne: 01622 724820

Specifications:

Max:	297 x 210mm	16pp	<i>(Subject to approval of sample)</i>
Min:	148 x 105mm	2pp	

*Any Inserts outside of this spec will need prior approval

Pagination	Min
2pp	150-200 gsm
4pp-6pp	80-150 gsm
8pp	60-80 gsm
16pp A4	48 gsm

the delivery information

Delivery & Presentation

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2. All pallets should have wooden top boards the same size as the base and measure no more than 1 metre (3ft 3") in height.
3. Decks must be covered with a solid base before loading to prevent damage to the bottom layer of inserts.
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6. Quantities on delivery notes are accepted at face value and cannot be verified, Trinity Mirror Print will not accept responsibility for shortages of any supplied components.
7. We reserve the right to refuse deliveries that are:



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- » Unable to be inspected due to unsafe stacking/packing
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the delivery documentation

- » Date of Publication
- » Name of Advertiser

- » Description of insert (i.e. 4pp A5 Leaflet)
- » Total Quantity delivered
- » No of Inserts on each pallet
- » No of Pallets
- » Differing area codes must be clearly visible on the pallet

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Inserts media programme

Profile

Inserts type	Product Despatch
Gender	68% female
Age	70+
Multi Buyers	Over 70% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	4
Max Size	A4
Max Weight	80g
CPT A5 10gms	£45 per 1,000
Delivery	Lille, France

Month	Volume	Delivery	Start Date
January	10,000	02/12/2019	Mails over 3 months
February	10,000	02/01/2020	Mails over 3 months
March	10,000	03/02/2020	Mails over 3 months
April	10,000	02/03/2020	Mails over 3 months
May	10,000	01/04/2020	Mails over 3 months
June	10,000	01/05/2020	Mails over 3 months
July	10,000	01/06/2020	Mails over 3 months
August	10,000	01/07/2020	Mails over 3 months
September	10,000	03/08/2020	Mails over 3 months
October	10,000	01/09/2020	Mails over 3 months
November	10,000	01/10/2020	Mails over 3 months
December	10,000	02/11/2020	Mails over 3 months

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



Background

Ideas Comfort product range is focused on health & beauty, kitchenware, houseware and garden products direct from France. Almost half of Ideas Comfort customer database are retired. A great way to reach the most recent active customers.

Works well for: Charity, environmental appeals, health, children's merchandise (for grandchildren), travel, gardening and more!

Website: www.ideascomfort.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	50% female
Age	77% aged between 40 and 60
Multi Buyers	Over 60% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	Volumes of 30k to 40k

Month	Volume	Delivery	Start Date
January	150,000	13/12/2019	02/01/2020
February	150,000	15/01/2020	03/02/2020
March	-	-	-
April	150,000	13/03/2020	01/04/2020
May	150,000	15/04/2020	01/05/2020
June	-	-	-
July	150,000	15/06/2020	01/07/2020
August	-	-	-
September	150,000	14/08/2020	01/09/2020
October	-	-	-
November	150,000	15/10/2020	02/11/2020
December	100,000	13/11/2020	02/12/2020

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



Background

Buyers of high quality cookware and kitchenware, affluent customer who appreciate the finer things in life. The best buyers only receive catalogues through their door. A high % are home owners who are either married or living as a couple. 35% have an average household income of £35k+.

Works well for: Travel, charities, high quality non-competing mail order goods and up market advertisers.

Website: www.jean-patrique.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

LISTEN20

classic audiobooks, music, film and tv

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	50% female
Age	60+
Multi Buyers	Over 75% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM & PDs, A5
Max Weight	CM, 16g — PDs, 15g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	5,000 a month available

Month	Volume	Delivery	Start Date
January	50,000	13/12/2019	02/01/2020
February	50,000	15/01/2020	03/02/2020
March	50,000	14/02/2020	02/03/2020
April	50,000	13/03/2020	01/04/2020
May	50,000	15/04/2020	01/05/2020
June	50,000	15/05/2020	01/06/2020
July	50,000	15/06/2020	01/07/2020
August	50,000	15/07/2020	03/08/2020
September	50,000	14/08/2020	01/09/2020
October	50,000	15/09/2020	01/10/2020
November	50,000	15/10/2020	02/11/2020
December	50,000	13/11/2020	02/12/2020

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

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The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG



Background

Purchasers of audiobooks, music and film nostalgia. A catalogue is sent out monthly to only their best of buyers. A high % of their customers are retired home owners who are computer & technology savvy.

Works well for: Mobility, travel, charity, finance, lotteries and non-competing mail order offers.

Website: www.goodtimesdirect.com/listen2

nostalgia direct

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	50% female
Age	60+
Multi Buyers	Over 68% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	3
Max Size	A5
Max Weight	10g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	25,000	03/01/2020	13/01/2020
February	-	-	-
March	25,000	28/02/2020	09/03/2020
April	-	-	-
May	-	-	-
June	-	-	-
July	25,000	03/07/2020	13/07/2020
August	-	-	-
September	25,000	21/08/2020	01/09/2020
October	25,000	02/10/2020	12/10/2020
November	-	-	-
December	-	-	-

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

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The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

nostalgia direct
MUSIC & NOSTALGIA ON CD & DVD
40s - 50s - 60s - 70s
REDUCED PRICES
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New Releases and lots of Special Offers
www.nostalgiadirect.com

3 CD SET **TEN LEGENDS OF POPULAR MUSIC** **NEW**

60 CLASSIC SONGS ON 3 CDs
A Wonderful New Collection featuring 6 Top Hits from 10 Great Pop Legends

ROY ORBISON - Only The Lonely • Cryin' • Dream Baby and more • **DEL SHANNON** - The Swiss Maid • Hats Off To Larry • Little Town Flirt and more • **CONNIE FRANCIS** - Who's Sorry Now • Stupid Cupid • Lipstick On Your Collar and more • **CLIFF RICHARD** - Travellin' Light • Please Don't Tease • The Young Ones and more • **BOBBY VEE** - Rubber Ball • Take Good Care Of My Baby • Run To Him and more • **BRENDA LEE** - Let's Jump The Broomstick • I'm Sorry • Speak To Me Pretty and more • **DUANNE EDDY** - Peter Gunn • Shazam! • Because They're Young and more • **BILLY FURY** - Colette • Halfway To Paradise • Jealousy and more • **THE EVERLY BROTHERS** - Wake Up Little Suzie • All I Have To Do Is Dream • Cathy's Clown and more • **ADAM FAITH** - What Do You Want • Poor Me • Someone Else's Baby and more

SPECIAL OFFER CD978 3 CDs £12.95 ~~£9.95~~ **GREAT VALUE**

ISSUE 99

Background

Nostalgia Direct sell a wide variety of nostalgic music CD's and videos/DVD's via mail order, off-the-page, direct mail and their website. High percentage of their customers are retired home owners, highly responsive to charities and 80% pay by credit card. There is a high level of repeat advertisers.

Works well for: Charities, gifts, collectibles, books, fashion, mobility, health and more!

Website: www.nostalgiadirect.com

Order Acknowledgements

Inserts media programme

Profile

Inserts type	Order Acknowledgements
Gender	Female bias
Age	50+
Demographic	ABC1
Customers	Mail order buyers

Details

Available Slots	3
Max Size	A5
Max Weight	16g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	50,000	20/12/2019	02/01/2020
February	50,000	20/01/2020	03/02/2020
March	50,000	20/02/2020	02/03/2020
April	50,000	20/03/2020	01/04/2020
May	50,000	20/04/2020	01/05/2020
June	50,000	20/05/2020	01/06/2020
July	50,000	19/06/2020	01/07/2020
August	50,000	20/07/2020	03/08/2020
September	50,000	20/08/2020	01/09/2020
October	50,000	18/09/2020	01/10/2020
November	50,000	20/10/2020	02/11/2020
December	50,000	20/11/2020	01/12/2020

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

@ mediasales@uklps.co.uk

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The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG



Background

Order Acknowledgements are sent to the very latest customers, the only way to reach the latest buyers across all these 50+ highly responsive customers.

Works like a product despatch programme and attracts a lot of repeat orders.

Works well for: Buyers of a wide range of products to help around the home and garden.



Inserts media programme

Profile

Inserts type	Product Despatch & Catalogue Requests
Gender	75% female
Age	Aged 25 to 45
Multi Buyers	Over 75% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order/online buyers

Details

Available Slots	2-3
Max Size	A5
Max Weight	10g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	11,000	20/12/2019	02/01/2020
February	11,000	27/01/2020	03/02/2020
March	11,000	24/02/2020	02/03/2020
April	11,000	25/03/2020	01/04/2020
May	11,000	24/04/2020	01/05/2020
June	11,000	26/05/2020	01/06/2020
July	11,000	24/06/2020	01/07/2020
August	11,000	27/07/2020	03/08/2020
September	11,000	25/08/2020	01/09/2020
October	11,000	24/09/2020	01/10/2020
November	11,000	26/10/2020	02/11/2020
December	11,000	24/11/2020	01/12/2020

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



Background

Established in 1987, Party Pieces is the UK's leading online and catalogue party company. Party Pieces sells a wide variety of children's party items including small toys, balloons, sweat shirts and streamers as well as everything needed for parties for special occasions for adults.

Customers are affluent with household incomes in excess of £40,000 per annum, 71% have a youngest child aged between 12 months to 3 years old, 49% are subsequent mums. They are prolific mail order purchasers, more than 80% order online and have a keen interest in their financial portfolio including mortgages, savings, pensions and life protection. No duplication from one month to the next and low repeats thereafter.

Works well for: Advertisers looking to target parents of children aged 0-16 years and grandparents.

Website: www.partypieces.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	65% female
Age	55+
Multi Buyers	Over 65% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	Volumes of 25k to 30k

Month	Volume	Delivery	Start Date
January	-	-	-
February	150,000	15/01/2020	03/02/2020
March	-	-	-
April	150,000	13/03/2020	01/04/2020
May	-	-	-
June	150,000	15/05/2020	01/06/2020
July	-	-	-
August	150,000	15/07/2020	03/08/2020
September	-	-	-
October	150,000	15/09/2020	01/10/2020
November	150,000	15/10/2020	02/11/2020
December	-	-	-

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



Background

Personal Choice offer a wide range of health, beauty, fitness, household, gifts and gardening products via their catalogue and off-the-page advertisements.

Very responsive customers. 32% have purchased via mail order more than six times in the last 12 months. Bi-monthly mailings ensure a regular intake of new names. Works well when targeting the grey market.

Works well for: Health, mobility, travel, collectibles, financial, charities and more!

Website: www.personal-choice.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

Positive Health

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	58% female
Age	65+
Multi Buyers	Over 70% have made two or more purchases in the past 12 months
Demographic	C1, C2
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	Volumes of 30k to 40k

Month	Volume	Delivery	Start Date
January	300,000	13/12/2019	02/01/2020
February	300,000	15/01/2020	03/02/2020
March	300,000	14/02/2020	02/03/2020
April	300,000	13/03/2020	01/04/2020
May	300,000	15/04/2020	01/05/2020
June	300,000	15/05/2020	01/06/2020
July	400,000	15/06/2020	01/07/2020
August	400,000	15/07/2020	03/08/2020
September	400,000	14/08/2020	01/09/2020
October	500,000	15/09/2020	01/10/2020
November	500,000	15/10/2020	02/11/2020
December	500,000	13/11/2020	02/12/2020

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

Background

The product range includes; Living Better, Relieve Aches and Pains, Improve Mobility and Independence, Travel Better, Beauty and Grooming, Sleep Well. All products are aimed to aid the over 65's around the home and at leisure. All buyers are existing mail order catalogue buyers who have specifically purchased health related products.

Works well for: Financial services, publishing, charities and non-competing mail order offers.

Website: www.phnow.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG



Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	60% female
Age	50+
Multi Buyers	100% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	15,000 a month available

Month	Volume	Delivery	Start Date
January	-	-	-
February	150,000	15/01/2020	03/02/2020
March	-	-	-
April	150,000	13/03/2020	01/04/2020
May	-	-	-
June	150,000	15/05/2020	01/06/2020
July	-	-	-
August	150,000	15/07/2020	03/08/2020
September	-	-	-
October	150,000	15/09/2020	01/10/2020
November	-	-	-
December	150,000	13/11/2020	02/12/2020

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

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The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG



Jean-Patrique®
PROFESSIONAL COOKWARE



PC Personal Choice
Stylish Inspiration for Health, Home & Garden



HOME SHOPPING
Selections



Stauer
HERITAGE OF ART & SCIENCE



Sound & Vision



HARROGATE HOUSE



THE HISTORIC MOTOR MUSEUM MINT
PRESTIGE CLASSIC COLLECTABLES

Background

Premier Offers Direct is a 64 page A5 mail order catalogue packed with household products, gifts, health and leisure items for the over 50's market.

Customers are known multi-brand mail order buyers who have made two or more purchases within the last 12 months.

High volumes mailed out monthly bringing a constant flow of new customers.

Each month POD mail to the most responsive/valuable customers from the above brands and every month the data cell is updated so no two months are the same. This maximises roll out potential, advertisers can use this programme month on month with minimal cross-over.

Works well for: Health, mobility, travel, collectibles, financial, charities and more!

Website: www.premieroffersdirect.co.uk

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	65% female
Age	50+
Multi Buyers	Over 56% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	5
Max Size	A5
Max Weight	16g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	50,000	13/12/2019	02/01/2020
February	50,000	15/01/2020	03/02/2020
March	50,000	14/02/2020	02/03/2020
April	50,000	13/03/2020	01/04/2020
May	50,000	15/04/2020	01/05/2020
June	50,000	15/05/2020	01/06/2020
July	50,000	15/06/2020	01/07/2020
August	50,000	15/07/2020	03/08/2020
September	50,000	14/08/2020	01/09/2020
October	50,000	15/09/2020	01/10/2020
November	50,000	15/10/2020	02/11/2020
December	50,000	13/11/2020	02/12/2020

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

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG



Background

Pure Alternatives sell herbal remedies, with a strong offering including creams, lotions, oils and vitamins as well as other products for general health and beauty. 61% of customers pay via credit card with a high % of repeat purchasers and a high level of multi buyers.

Works well for: Gardening, DIY, crafts, charities, entertainment and non-competing mail order offers.

Website: N/A

Reader's digest

UKLPS

Inserts media programme

Profile

Inserts type	Subscribers Magazine
Gender	54% female
Age	Average Age 58
Multi Buyers	N/A
Demographic	A, B, C1
Customers	100% Mail in home



Details

Available Slots	5
Max Size	A5
Max Weight	Please enquire
CPT A5 10gms	£45 per 1,000
Terms	Will carry larger/heavier inserts

Month	Volume	Delivery	Start Date
January	35,000	10/01/2020	21/01/2020
February	35,000	07/02/2020	18/02/2020
March	35,000	06/03/2020	17/03/2020
April	35,000	10/04/2020	21/04/2020
May	35,000	08/05/2020	19/05/2020
June	35,000	12/06/2020	23/06/2020
July	35,000	10/07/2020	21/07/2020
August	35,000	07/08/2020	18/08/2020
September	35,000	11/09/2020	22/09/2020
October	35,000	09/10/2020	20/10/2020
November	35,000	06/11/2020	17/11/2020
December	35,000	04/12/2020	11/12/2020

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

Background

The largest circulating magazine in the world. Circulation 186,802, readership 840,000. One of the UK's favourite subscriber magazines.

51% of customers own their home outright and 49% have a mortgage or are renting. Customers collectively spent £850m on holidays in 2015 and collectively gave £690k to Charities in 2015. Also, 55% own a pet.

Works well for: Financial offers, travel, charities, health, mail order, insurance and mobility.

Website: www.readersdigest.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

DMA
Data &
Marketing
Association



Inserts media programme

Profile

Inserts type	Product Despatch
Gender	65% male
Age	40+
Multi Buyers	Over 55% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	100% Mail order buyers

Details

Available Slots	5
Max Size	A4
Max Weight	100g
CPT A5 10gms	£50 per 1,000

Month	Volume	Delivery	Start Date
January	15,000	20/12/2019	02/01/2020
February	15,000	20/01/2020	03/02/2020
March	15,000	20/02/2020	02/03/2020
April	15,000	20/03/2020	01/04/2020
May	15,000	20/04/2020	01/05/2020
June	15,000	20/05/2020	01/06/2020
July	15,000	19/06/2020	01/07/2020
August	15,000	20/07/2020	03/08/2020
September	15,000	20/08/2020	01/09/2020
October	15,000	18/09/2020	01/10/2020
November	15,000	20/10/2020	02/11/2020
December	15,000	20/11/2020	01/12/2020

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

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG



Background

Ryan air customers are people who have flown on Ryan Air and purchased from their in-flight catalogue.

Most customers are business and frequent air travellers' having flown with Ryan Air at least twice in the past 6 months. The catalogue sells home ware, health and beauty products, fitness, gadgets, clothing, and more!

Works well for: Lottery, finance, charities and non competing mail order goods.

Website: N/A

SCOTT'S of STOW

From the heart of the Cotswolds... to the heart of your home

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	66% female
Age	60+
Multi Buyers	Over 52% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order/online buyers

Details

Available Slots	5
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	845,000	02/01/2020	08/01/2020
February	380,000	28/01/2020	11/02/2020
March	175,000	14/02/2020	01/03/2020
April	835,000	17/03/2020	31/03/2020
May	305,000	27/04/2020	11/05/2020
June	575,000	29/05/2020	12/06/2020
July	666,000	29/06/2020	13/07/2020
August	360,000	17/07/2020	31/07/2020
September	350,000	01/09/2020	15/09/2020
October	1,015,000	17/09/2020	01/10/2020
November	5105,000	03/11/2020	17/11/2020
December	300,000	23/11/2020	07/12/2020

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

Background

Scotts of Stow offers stylish and upmarket kitchen and tableware plus products for the home and garden. Customers have been recruited via direct mail and inserts in quality newspapers and upmarket magazines and spend on average £70 per order.

Customers are predominantly women, aged over 60 and married to professionals or retired. They have a high disposable income and are financially aware, owning stocks, shares, unit trusts and other investments.

They enjoy the finer things in life with interests in theatre, eating out and foreign holidays. Gardening, walking, playing golf and the environment also score high.

Works well for: Finance, travel, health, collectables, food & wine, jewellery, charities and high value non-competing mail order offers.

Website: www.scottsofstow.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

DMA
Data & Marketing Association

inserts media programme

the profile

Inserts type	Catalogue Mailing
Gender	50% male
Age	50+
Demographic	ABC1
Customers	100% Mail Order Buyers

the detail

Available Slots	3
Max Size	A5
Max Weight	7gms
CPT A5 7gms	£45 per 1,000
Comments	Average order value £270

Month	Volume	Delivery	Start Date
January	587,000	16/12/2019	08/01/2020
February	215,000	22/01/2020	05/02/2020
March	75,000	26/02/2020	11/03/2020
April	-	-	-
May	210,000	07/05/2020	22/05/2020
June	100,000	29/05/2020	12/06/2020
July	227,000	19/06/2020	03/07/2020
August	300,000	24/07/2020	07/08/2020
September	377,000	28/08/2020	11/09/2020
October	477,000	02/10/2020	16/10/2020
November	720,000	23/10/2020	06/11/2020
December	254,000	20/11/2020	04/12/2020



the background

For over 25 years we've been building the lights used to sew the soft leather seats in a Bentley and study ancient artefacts at the British Museum. Serious lights are also in the control tower at Heathrow Airport. The Serious Readers family stretches to sixty-three countries around the world and includes members of the Royal Family, MPs, judges, professors and many other well-read minds.

Hand-built in our factory in Aylesbury, Our lights are sold throughout John Lewis stores and are recommended by over 450 independent opticians. Great for anyone looking to reach aged 50+ highly responsive mail order buyers.

Works well for: Charities, Mobility, Travel, Fine Food & Wine and non competing mail order clients.

Website: www.seriousreaders.com

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG



Shop at Home

inserts media programme

the profile

Inserts type	Catalogue Mailing—ROI only
Gender	55% female
Age	50+
Multi Buyers	Over 55% have made two or more purchases in the past 12 months
Demographic	BC1C2
Customers	100% Mail Order Buyers

the detail

Available Slots	5
Max Size	A5
Max Weight	16g
CPT A5 10gms	£45 per 1,000

The collage displays several product pages from the Shop at Home catalogue. Key items include:

- Woven Leather Sandals:** Available in Natural, White, and Black. A 'Buy Two Pairs Save €11' offer is shown.
- Insect Repeller Plug-In:** A plug-in device for home protection.
- Fortnightly Pill Holder:** A pill organizer with a 'Buy Two Save €3' offer.
- Mattress Stain Remover:** A spray-on stain remover.
- Solar Candle Lantern:** A decorative lantern with a 'Buy Two Save €5' offer.
- Seal Fix Instant Waterproof Seal:** A waterproofing product.

the background

A great opportunity for targeting customers in the Republic of Ireland.

Full of everyday products to help make life easier. Includes home, garden, car and personal products. The Shop@Home catalogue is mailed directly in home. This is a good way to target the grey market with majority of customers being homeowners, typically married or living with partners.

Pricing must be in euros.

Works well for: Travel, Charities, Insurance, Health, non-competing mail order and more!

Website: www.shopathome.ie

Month	Volume	Delivery	Start Date
January	500,000	13/12/2019	02/01/2020
February	500,000	15/01/2020	03/02/2020
March	500,000	14/02/2020	02/03/2020
April	500,000	13/03/2020	01/04/2020
May	500,000	15/04/2020	01/05/2020
June	500,000	15/05/2020	01/06/2020
July	500,000	15/06/2020	01/07/2020
August	500,000	15/07/2020	03/08/2020
September	500,000	14/08/2020	01/09/2020
October	500,000	15/09/2020	01/10/2020
November	500,000	15/10/2020	02/11/2020
December	500,000	13/11/2020	02/12/2020

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

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 +44 (0)1622 727231
 The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

DM
 Data & Marketing Association

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	50% female
Age	60+
Multi Buyers	Over 95% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	3
Max Size	A4
Max Weight	Varies
CPT A5 10gms	£45 per 1,000
Terms	Will not carry more than 8pp

Month	Volume	Delivery	Start Date
January	50,000	19/12/2019	02/01/2020
February	50,000	24/01/2020	28/01/2020
March	50,000	21/02/2020	25/02/2020
April	50,000	20/03/2020	24/03/2020
May	50,000	17/04/2020	21/04/2020
June	45,000	22/05/2020	27/05/2020
July	45,000	19/06/2020	23/06/2020
August	40,000	17/07/2020	21/07/2020
September	40,000	21/08/2020	25/08/2020
October	40,000	18/09/2020	22/09/2020
November	50,000	16/10/2020	20/10/2020
December	50,000	13/11/2020	17/11/2020

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



Background

Simply Home Entertainment sell a wide range of music and film nostalgia via mail order, off-the-page, and their website.

Very loyal customer database with a very high percentage of multi-buyers and are highly responsive to charities and love competitions.

The database is regularly updated meaning that only the most responsive customers are mailed. Profiling shows a high % of customers are aged 70+.

Works well for: Gifts & collectibles, garden, motoring, charities, insurance, financial, travel, competitions, prize draws and DIY Offers.

Website: www.simplyhe.com

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG





Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	50% female
Age	60+
Multi Buyers	Over 75% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM & PDs, A5
Max Weight	CM, 16g — PDs, 15g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	10,000 a month available

Month	Volume	Delivery	Start Date
January	100,000	13/12/2019	02/01/2020
February	100,000	15/01/2020	03/02/2020
March	100,000	14/02/2020	02/03/2020
April	100,000	13/03/2020	01/04/2020
May	100,000	15/04/2020	01/05/2020
June	100,000	15/05/2020	01/06/2020
July	100,000	15/06/2020	01/07/2020
August	100,000	15/07/2020	03/08/2020
September	100,000	14/08/2020	01/09/2020
October	100,000	15/09/2020	01/10/2020
November	100,000	15/10/2020	02/11/2020
December	100,000	13/11/2020	02/12/2020

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



Background

Sound & Vision sell a wide variety of nostalgic music and video titles from the 40's, 50's 60's and the 70's. Viewing titles also include educational and historical subjects. Music artistes include The Seekers, Acker Bilk, Tammy Wynette and many more!

Mailed bi-monthly and therefore updated regularly with the most recent buyers.

Works well for: Gifts & collectibles, garden, motoring, charities, insurance, financial, travel, competitions, prize draws and DIY offers.

Website: N/A

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

Stauer

HERITAGE OF ART & SCIENCE

In-

Profile

Inserts type	Catalogue Mailing
Gender	65% male
Age	50+
Multi Buyers	Over 25% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order buyers

Details

Available Slots	5
Max Size	A5
Max Weight	16g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	-	-	-
February	100,000	15/01/2020	03/02/2020
March	-	-	-
April	100,000	13/03/2020	01/04/2020
May	-	-	-
June	150,000	15/05/2020	01/06/2020
July	-	-	-
August	100,000	15/07/2020	03/08/2020
September	-	-	-
October	100,000	15/09/2020	01/10/2020
November	150,000	15/10/2020	02/11/2020
December	-	-	-

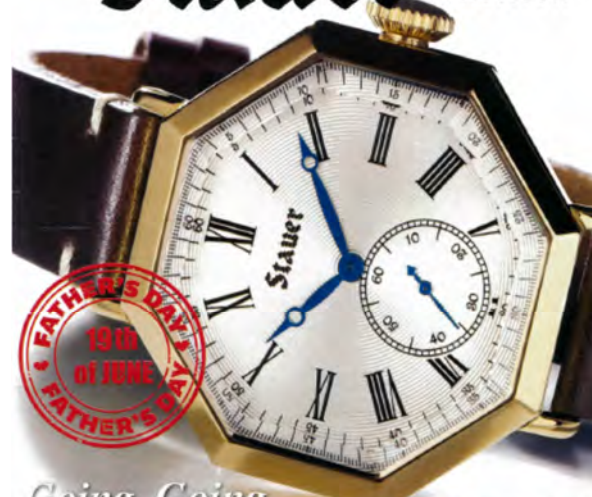
Insertion dates and volumes are subject to change. Please check with the inserts team for placing options.

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The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

The Stauer Collection



Going, Going
Octagon!
Page 5



Luxury Products with Value Prices
Online at www.stauer.co.uk

Free Money Clip worth £39 with every order

Unique Gift Ideas - Exclusively From The Stauer Collection



Background

Stauer design and manufacture quality time pieces, jewellery and accessories. They have recently made their product range available in the UK and Europe. All customers have been recruited via off the page advertising and through their 32 page catalogue.

100% of their customers are direct mail order buyers.

Works well for: Fashion, food & wine, holidays, charities, publishing and non-competing mail order offers.

Website: www.stauer.co.uk



Inserts media programme

Profile

Inserts type	Product Despatch
Gender	65% female
Age	Aged 45 to 70
Multi Buyers	Over 52% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	DRTV and mail order buyers

Details

Available Slots	Weight Dependent
Max Size	A5
Max Weight	10g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	2,500	17/12/2019	02/01/2020
February	2,500	22/01/2020	03/02/2020
March	2,500	17/02/2020	02/03/2020
April	2,500	18/03/2020	01/04/2020
May	2,500	17/04/2020	01/05/2020
June	2,500	18/05/2020	01/06/2020
July	2,500	17/06/2020	01/07/2020
August	2,500	17/07/2020	03/08/2020
September	2,500	17/08/2020	01/09/2020
October	2,500	17/09/2020	01/10/2020
November	2,500	19/10/2020	02/11/2020
December	2,500	17/11/2020	01/12/2020

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



Background

One of the world's leading direct response and retail marketers.

Thane Direct sell fitness, health, beauty, home wear, garden, DIY and more products in the UK via their website (please see below) and their TV shopping channel.

Works well for: Charities, travel, financial and anything aimed at the 50+ market.

Website: www.thanedirect.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

inserts media programme

the profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	57% female
Age	55+
Multi Buyers	Over 75% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	100% Mail Order Buyers

the detail

Available Slots	5
Max Size	CM, A5— PDs, A4
Max Weight	CM, 16g—PDs, 100g
CPT A5 10gms	CM, £45/000 —PDs £50/000
Product Despatch	15,000 a month available

Month	Volume	Delivery	Start Date
January	-	-	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	-	-
June	150,000	15/05/2020	01/06/2020
July	150,000	15/06/2020	01/07/2020
August	150,000	15/07/2020	03/08/2020
September	150,000	14/08/2020	01/09/2020
October	250,000	15/09/2020	01/10/2020
November	250,000	15/10/2020	02/11/2020
December	100,000	13/11/2020	02/12/2020

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

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+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

Detox



Beauty



Vitamins



Health



the background

Providing innovative health solutions for over 30 years, we are dedicated to researching and promoting only the most advance and successful health and wellbeing products. These products are independently researched, approved, endorsed or clinically tested by leading health care professionals.

Products are sold in Boots, Lloyds Pharmacy, ASDA, Debenhams, Argos, and Superdrug. With representation in over 80 countries in premium retail space, on TV, online, catalogue, press and mail order our reach is truly GLOBAL.

Works well for: Travel, charities, lottery and any mail order products aimed at the 50+ market.

Website: www.vytaliving.com

Wellform[®]

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	57% female
Age	55+
Multi Buyers	Over 75% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	100% Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	15,000 a month available

Month	Volume	Delivery	Start Date
January	200,000	13/12/2019	02/01/2020
February	200,000	15/01/2020	03/02/2020
March	150,000	14/02/2020	02/03/2020
April	150,000	13/03/2020	01/04/2020
May	150,000	15/04/2020	01/05/2020
June	150,000	15/05/2020	01/06/2020
July	150,000	15/06/2020	01/07/2020
August	150,000	15/07/2020	03/08/2020
September	150,000	14/08/2020	01/09/2020
October	250,000	15/09/2020	01/10/2020
November	250,000	15/10/2020	02/11/2020
December	100,000	13/11/2020	02/12/2020

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

@ mediasales@uklps.co.uk

+44 (0)1622 727231

The Old Dairy, Bocoda Hill Farm, Wrotham Rd, Meopham, Kent DA13 0QG

DM
Data &
Marketing
Association

Wellform[®]
Everyday products for your health and wellbeing
Visit our website to shop Online: www.wellformdirect.co.uk

Hot, Healthy and Happy
Let's face it, we'd all love to have the perfect body, but not if it means starving ourselves and feeling miserable all the time!

Inside Hot, Healthy, Happy you'll find a nutritional, psychological and spiritual toolkit that will enable you to wake up each day with enough energy to follow your dreams; have flawless skin and nails to die for; have a period without needing painkillers and chocolate bars

17 Day Diet
YOUR GUIDE TO HEALTHY WEIGHT LOSS WITH RAPID RESULTS

The 17 Day Diet offers readers a plan that will help them change their eating habits, their health and their life.

The 17 Day Diet Workbook provides a more structured dieting experience for readers who want extra guidance and direction.

Hot, Healthy & Happy £12.99
17 Day Diet - Book £9.99

Diabetes Improvement Program

The Diabetes Improvement Program by Dr Patrick Quilling discusses the causes of diabetes and asks whether the body contains built-in healers that nature can activate. The answers could give diabetics control of their lives and a real feeling of satisfaction.

The Diabetes Improvement Program
A Doctor's Handbook for Diet, Foods and Supplements to Slow and Reverse the Complications of Diabetes
Patrick Quilling, Ph.D., M.D., F.R.C.P.

Diabetes Improvement Program £9.99

Renew your Life

The first printing of Renew Your Life by Brenda Watson has well exceeded all expectations.

The book has sold an unprecedented 19,000 copies in a 90 day period.

It's obvious that Renew Your Life is contributing to the improved digestion and detoxification of thousands of readers around the world.

Renew your life £9.99

Online: www.wellformdirect.co.uk **Phone: 0871 075 0227**
Call rates charged at National rate (10p per minute from a BT landline)

Background

Wellform sell a range of products such as everyday helpers, everyday vitamins & minerals, health & lifestyle books, health aids, lifestyle products, male/female health supplements, specialist creams, weight loss & slimming products.

75% of customers pay by credit card with a high percentage of homeowners. Good average order value.

Works well for: Travel, charities, lottery and any mail order products aimed at the 50+ market.

Website: www.wellformdirect.co.uk

WUNDER2

inserts media programme

the profile

Inserts type	Catalogue Mailing
Gender	95% female
Age	Aged 25-65yrs
Multi Buyers	Over 75% have made two or more purchases in the past 12 months
Demographic	BC1C2
Customers	100% Mail Order Buyers

the detail

Available Slots	5
Max Size	A5
Max Weight	16gms
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	100,000	13/12/2019	02/01/2020
February	-	-	-
March	200,000	14/02/2020	02/03/2020
April	-	-	-
May	200,000	15/04/2020	01/05/2020
June	-	-	-
July	200,000	15/06/2020	01/07/2020
August	-	-	-
September	200,000	14/08/2020	01/09/2020
October	-	-	-
November	250,000	15/10/2020	02/11/2020
December	150,000	13/11/2020	02/12/2020

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

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the background

WUNDER2 Cosmetics. Born from a team with a passion to create high-tech beauty products, WUNDER2 translates coveted runway looks into everyday relatable beauty. From bold brows to a flawless finish, WUNDER2 products are formulated using cutting-edge technology alongside the latest innovations in achieving instant results. Perfectly affordable and loved by makeup artists, celebrities and consumers alike, WUNDER2 shares a world of makeup and skincare secrets through the original word of their social savvy enthusiasts, allowing the effortless result of each product to speak for itself.

Works well for: Any non-competing offers.

Website: www.wunder2.co.uk