

Hotter - Catalogue Mailings Distribution Schedule 2010



| Month | Volume | Media Sign Off Date | Insert Delivery Date | Mailing Start Date | Mailing End Date |
|--------|---------|---------------------|----------------------|--------------------|------------------|
| Sep-10 | 500,000 | 02/08/2010 | 23/08/10 | 06/09/2010 | 20/09/2010 |
| Oct-10 | 700,000 | 20/09/2010 | 04/10/10 | 18/10/2010 | 31/10/2010 |
| Nov-10 | 500,000 | 04/10/2010 | 25/10/10 | 08/11/2010 | 22/11/2010 |
| Dec-10 | | | | | |
| Jan-11 | 750,000 | 29/11/2010 | 13/12/10 | 27/12/2010 | 10/01/2011 |