

# Reach thousands of highly responsive 'Grey' market consumers

## Opportunity Details

Type  
**Catalogue Mailing**

Monthly Volume  
**up to 900k**

Frequency  
**Monthly**

Minimum Booking  
**250,000**

Insertions  
**Max of 2 non-competing inserts per catalogue**

Media Rate  
**£45/'000**

Agency Commission  
**10%**

Max Size  
**A5, 6 pages**

Max Weight  
**10g**

Paper Stock  
**FSC Stock and accredited ISO 14001 printers**

- Delivery specifications available on request
- Copy approval required prior to booking
- Please supply artwork 14 days prior to print deadline (we will provide full timelines at time of booking)
- Prices exclude VAT



## Customer Profile

**SPECIAL MEDIA/PRINT INCLUSIVE DEALS AVAILABLE!**

- 85% age 50+
- ABC1
- Mostly females
- Mainly retired, home owners
- Empty nester with high levels of disposable income
- Interests include: current affairs, culture, theatre, reading and crosswords, family and gardening
- Likely to be involved with Charity work and Voluntary organisations
- Amongst the growing base are increasing numbers of male purchasers



### Ideally suited for:

- 50+ Financial
- Charity
- Garden Products
- 50+ Mail Order
- Health Products
- Holidays and Leisure



Take advantage of the opportunity to target a massive audience of consumers from the 50+ market. The Hotter audience is extremely responsive to offers from a range of advertisers from Holidays & leisure, through to financial and Charities. In fact, anyone with an offer specifically for this market should be testing the opportunity.

Space is limited to a maximum of only 2 inserts per catalogue ensuring advertisers inserts really make an impact and don't get lost in "clutter". We offer guaranteed category exclusivity making sure your message cuts through to your customers.

Distributions run 10 months a year, with large volumes available - up to 900,000 a month! The Hotter catalogue mailing opportunity has absolutely everything that an advertiser looking to target the "grey" market would be looking for. Hotters customer base are very loyal and anything carried with in the catalogues are kindly received by the Hotter audience.

Selling powerful media with passion

