

# Responses that will send you over the moon!

Reach out and connect with mothers with children between 4 and 11, with Yellow Moon catalogue mailings.

Yellow Moon is a unique shopping experience that offers great value products and raises vital funds for schools, groups and charities. Their current website and catalogues offer hundreds of wonderful products to keep children entertained and help their development. The aim of Yellow Moon is to offer schools, groups and charities the chance to raise funds all year round, with a percentage of net sales passed on to partner groups.

Advertisers can now target this valuable group through inserts placed into catalogue mailings sent to the homes of active buyers and previous enquirers. The number of insert slots, per catalogue, is limited to three giving advertiser's excellent exposure.

With an excellent audience of mothers buying direct and a schedule of regular mailings with great volume, Yellow Moon should be a priority test for all advertisers looking to target this group.



## Customer Profile

- 75% female
- ABC1
- Mothers with young family, kids 4-11
- Donate to charity and good causes
- Hobbies are based around family activities

## Opportunity Details

Type  
**Catalogue Mailing**

Monthly volume  
**300,000**

Minimum booking  
**100,000**

Media rate  
**£45/'000**

Agency Commission  
**10%\***

Max size  
**A5**

Max Weight  
**15g**

- Technical and delivery instructions available on request
- Copy approval required prior to booking

\* Commission only payable to DMA recognised agencies



## Ideally suited for:

- **Mail Order**
  - ♦ female and child
- **Financial Services**
  - ♦ insurance
  - ♦ loans
- **Communications**
  - ♦ mobile
  - ♦ broadband
  - ♦ tv
- **Charity**
- **Holiday and Leisure**

Selling powerful media with passion

