

# Let amazon.co.uk deliver you millions of loyal customers

## Opportunity Details

Type  
**Product Despatch**

Weekly Volume  
**1,000,000+**

Frequency  
**Weekly**

Minimum Booking  
**500,000**

Insertions  
**Max of 3 non-competing inserts per package**

Media Rate (net)  
**£45/'000**

Agency Commission  
**Not payable**

Max Size  
**A5**

Max Weight  
**12 grams**

- Delivery specifications available on request. Heavier inserts can be accepted with a surcharge
- Copy approval required prior to booking
- Amazon work in partnership with advertisers on creative to maximise response. Please supply artwork 14 days prior to print deadline
- Prices exclude VAT

## Co-branding

Inserts can be co-branded with the Amazon.co.uk logo, please enquire for more information on this endorsement.

## Customer Profile

- Affluent, educated and experienced Internet users
  - Average age 38.6 years
  - 56% male, 44% female
  - 59% employed full time
- 61% holding an undergraduate or higher degree
- 67% own their own home and average income is £48.7k.
- On average they spend 11.7 hours per week on the Internet and have been using the Internet for 6.4 years.
  - 74% have broadband at home versus 62% for the Internet population.



Use the power of the Amazon.co.uk brand to boost your advertising response with this outstanding Product Despatch insert opportunity.

Your inserts are carried with goods ordered by Amazon.co.uk customers. This opportunity is unique and is the only offline means of targeting millions of the U.K.'s most responsive and sought-after consumers. This is a continuous "rolling" opportunity giving you great flexibility in your campaign planning and enormous roll-out potential.

Amazon.co.uk is one of the world's most trusted brands, making this one of the most effective insert media available in the U.K. Your inserts are guaranteed a warm reception and high impact with Amazon.co.uk's loyal mail order customers.

**Amazon has been used by over 100 advertisers...**

**Our knowledge of repeat bookings shows Amazon is ideally suited for:**

- Various non-competing Mail Order & Online Retail
- Insurance Products
- Charities
- Telecoms

Selling powerful media with passion

