

How valuable to your business is Boohoo's audience of frequently spending and stylish young women?

Opportunity Details

Type
Product Despatch

Monthly Volume
up to 200,000

Frequency
Monthly

Minimum Booking
50,000

Insertions
Maximum 3 non-competing inserts

Media Rate
£45 cpm

Agency Commission
10%

Max Size
A5

Max Weight
10g

- 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

- A, B, C1 and C2
- 99% - Female
- 75% - 18 to 45
- Online savvy and frequent spenders
- Fashion conscious, early adopters

Ideally suited for:



- Non-competitive e-commerce
- Mobile Phones/Technology
- Broadband/TV/Telephony
- Product Sampling



Boohoo.com boasts one of the largest online communities of style-conscious, young women in the UK. With over 1.8m 16 to 30yr old female shoppers, Boohoo has seen phenomenal growth since launching as a pure-play retailer, to become the influential and authoritative fashion voice they are today. Their loyal shoppers know that they can trust Boohoo to be 100% on-trend, and to give them the very latest looks from celebrity to catwalk, at a fraction of designer prices.

Now Boohoo, for the first time, is allowing 3rd party advertisers to place inserts into product shipments, that excited customers can't wait to open - ensuring your message is delivered with maximum impact. This superb programme allows both brand and direct response advertisers a unique opportunity to engage with Boohoo's loyal customer base of stylish, female consumers.



Selling powerful media with passion

