

Reach mature, affluent consumers with Craghoppers insert channel

Opportunity Details

Type
Catalogue Mailing

Monthly Volume
Up to 300k

Frequency
Monthly

Minimum Booking
50,000

Insertions
Solus

Media Rate
£45/'000

Agency Commission
10% for accredited agencies

Max Size
200mm x 138mm

Max Weight
8g

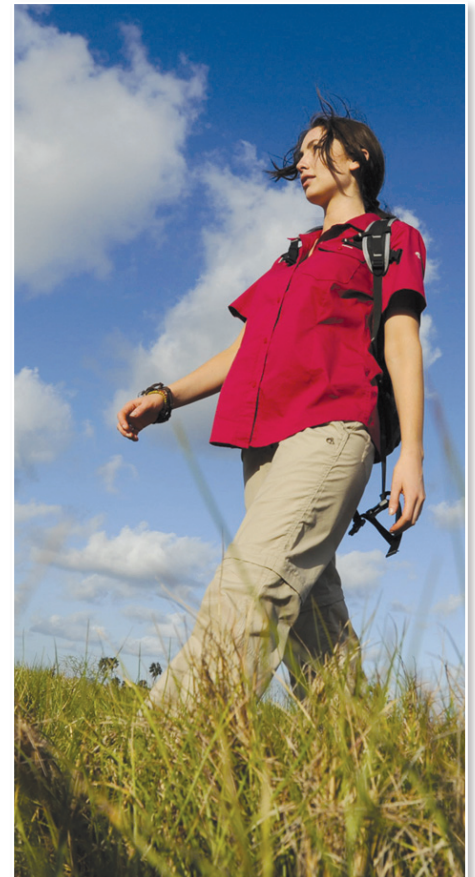
- Delivery specifications available on request
- Copy approval required prior to booking
- Please supply artwork 14 days prior to print deadline (we will provide full timelines at time of booking)
- Prices exclude VAT

Customer Profile

- 60% Females
- 70% aged 45+
- 70% ABC1
- 90% home ownership
- High levels of disposable income
- Read quality press: Times and Telegraph
- Interests include: charity work, gardening, wildlife, reading, travelling, walking and hiking

Ideally suited for:

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



Craghoppers started making clothes specifically designed for the outdoors back in 1965. Everything Craghoppers do is a result of their passion for travel and the outdoors. They live to travel, and use their knowledge to make sure their products are the best they can possibly be for their customers.

Now you can reach the U.K's most discerning and wealthy direct purchasers through Craghoppers 3rd party insert opportunities enabling you to recruit huge numbers of new customers. A limited number of specially selected advertisers can target this extraordinarily responsive audience through inserts placed in catalogue mailings.

With frequent mailings and large volumes the Craghoppers insert channels are ideally suited to a wide variety of advertising sectors, from Holidays to Gardening and Finance to Charity and many more.



Selling powerful media with passion

