

Target some of the UK's most frequent **online spenders** with MandMDirect.com

Opportunity Details

Type

Product Despatch

Monthly Volume

100k-300k per month

Frequency

Monthly

Minimum Booking

100,000

Insertions

Max. 4 non-competing inserts per package

Media Rate

£45/'000

Agency Commission

10% for accredited agencies

Max Size

A4

Max Weight

12g

- Delivery specifications available on request
- Heavier inserts can be accepted with a surcharge
- Copy approval required prior to booking

Type

Catalogue Mailings

Monthly Volume

Up to 1.5m per month

Frequency

Monthly

Minimum Booking

250,000

Insertions

Max. 3 non-competing inserts per catalogue

Media Rate

£45/'000

Agency Commission

10% for accredited agencies

Max Size

A5

Max Weight

12g

- Please supply artwork 14 days prior to print deadline
- Prices exclude VAT

MandMDirect.coms audience comprises of some of the most savvy and highly responsive mail order consumers in the UK, ensuring superb response and ROI. The typical MandM consumer is a value seeking individual, wanting big brands but not at budget breaking prices.

Established over 20 years, MandMDirect.com have become the UK's largest discount fashion, sports and outdoor mail order company. MandMDirect.com hold stock from leading fashion brands including Timberland, Firetrap, Nike, Bench, Fenchurch and Adidas.

Advertisers can utilise two highly responsive 3rd party insert channels, Product Despatches and warmly received Catalogue Mailings. With excellent roll out potential, MandM should be a priority test for your next schedule.

Customer Profile

- 58% female, 42% male
- Average order value £50-£75
- Predominantly aged 35-45
- Average income £20k-£25k
- Credit card users
- 51% are married
- 52% have children under 18
- 76% are homeowners
- Interests include mail order sports, exercise, pets, home betting, lottery, pools



Ideally suited for:



- Non-competing Mail Order and Online Retail Technology
- Telecoms: ISPs, Mobile
- Financial Services
- Lottery: Bingo, Gaming

Selling powerful media with passion

