

Reach up to **1 million active spenders** with MBNA statement mailings

Opportunity Details

Type
Statement Mailings

Monthly Volume
1 million

Frequency
Monthly

Minimum Booking
250,000

Insertions
Max of 2 non-competing inserts per statement

Media Rate (net)
£45/'000

Agency Commission
Not payable

Max Size
Must be A5

Max Weight
See technical spec

Paper stock
Matt/Uncoated 110gsm

- 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

- B, C1, C2
- Aged 30-50
- Male 60%, Female 40%
- DM responsive
- Credit worthy
- Active spenders
- Targeting available

MBNA Corporation is one of the world's largest independent credit card lenders. They are owned by Bank of America.

MBNA Corporation accepts selected 3rd party insert advertising partners in their monthly statement mailings. Offering advertisers the opportunity to recruit huge numbers of new customers. This exciting opportunity is ideal for targeting millions of the UK's credit worthy individuals as we can deliver precise demographic targeting.

With monthly volumes in excess of 1 million there is massive roll out potential. Only two third party advertiser can be accepted each month, ensuring maximum impact for your campaign. Inserts promoting unique offers to MBNA customers can also be branded with the MBNA logo, driving even greater response and R.O.I.



Ideally suited for:



- Mail Order
- Holidays and Leisure
- Telecom
- And many more

Selling powerful media with passion

