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Spalding Plant & Bulb Company Insert Programme

Insert Volumes from Aug - Dec 2010 UK- 224,800 Ireland - 18,480. Spalding Plant & Bulb Company and Bakker have been selling bulbs and seeds for over 55 years. Owned by Plantiflor, both Spalding Plant & Bulb Company and Bakker offer the premier source of mail order garden product buyers within the UK.

Product Despatch UK

August: 3,100
September: 83,900
October: 89,700
November: 38,300
December: 9,800

Product Despatch Ireland

September: 5,510
October: 5,580
November: 5,270
December: 2,120

The programme has a long history of performing for the following mailers: mail order, catalogues, financial services, gardening, health, charity, grey market, and competition offers.

DATA CARD LINK

64% female, aged 55+, retired, average household income £5,000 - £15,000. Donate to medical, animal welfare and children's charities

Whilst there is still time, we wanted to give you the heads up on the space now available on the Bakker and Spalding insert programme for the autumn. Being the season for seeds and bulbs, product despatch volumes rapidly increase between September and December, hitting almost 100k a month in the peak months. These garden product buyers are traditionally female, aged 50+ and, due to it being their peak season, demand for this programme space is high so contact Helen or Felicity on 020 7534 1760 now to check availability!

Rapping it up

Last week, we were fortunate to have an audience with the planning team from Rapp here at MediaLab towers and, seeing as they'd been good enough to venture to town, Alex, Emma and Carl entertained them afterwards with a couple of evening sunshine drinks and then some food. There was talk of a karaoke bar afterwards, such as Carl's eagerness to croon, but none were open. Good to catch up with you guys! Tonight, we wish farewell to Laura Ruby who has left Evolution DM and the industry after many years and will be sorely missed. We may see a few of you this evening at her drinks bash! Best of luck, Laura.

Good vision with football in sight

We hope to be writing a very similar paragraph in about 2 months time but - England have the World Cup! OK, only the cricket World 20/20 but a start at least. Ben is hoping for better luck in the football-equivalent office sweepstake - he drew Afghanistan for the cricket one which is hardly their forte now, is it?

Bull 209

Mac's fact of the week

Although tulips are associated mostly with the Netherlands, they were first commercially cultivated in the Ottoman Empire - the word tulip actually originates from the Turkish word for 'turban' (*dulband*).

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