

Direct Beauty Products Insert Programme

direct beauty products™

Monthly Insert Volume: **up to 100,000**

Cost Per '000: **£45**

PRODUCT DESPATCH & CATALOGUE MAILINGS

*Reduced Rate Available For
Media & Print Package*

BACKGROUND

The Direct Beauty Products insert programme has a target audience of women who take a keen interest in their appearance and their health. They are predominantly aged 35-55 and spend on average £48 per order.

Direct Beauty Products sell products across the following areas; Anti-Ageing & Skin Care, Hair Loss and Hair Care, new Toning Footwear, Weight Loss and Detoxing as well as a clearance category for those in search of a bargain.

There are insert opportunities into the catalogue which sends 100k per month, and product despatch has a 20k monthly volume available to inserters. The product despatch opportunity has the ability to take heavier inserts.

PROFILE

- Predominantly Female
- Aged 35-55 years
- Average Order Value £48
- Full profile available on request

INSERT SCHEDULE AND AVAILABILITY

Monthly volumes available:

	Product Despatch	Catalogue Mailing
Direct Beauty Products	20,000	100,000

SOURCE

Call for approval and availability

- Online
- Press
- Inserts

USEFUL INFORMATION & RATES

Inserts £45

Product Despatch maximum spec: A5 and 60grams
Catalogue Mailings maximum spec: A5 and 10grams

Commission to DMA Members up to 10%

**Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.*

Information updated monthly

For the latest counts, check out our website at: www.medialabgroup.co.uk

Or telephone **+44 (0)20 7534 1760**

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PRODUCT EXAMPLES



RESTRICTIONS

Sample insert submitted for approval
Minimum order 7,000 for product despatch &
100,000 for Catalogues
Maximum size: 210 x 148mm (A5)
Maximum weight: 10 grams for Catalogues
Maximum weight: 60 grams for Product Despatch
First time insert booking must be prepaid
Planning commission rates are offered on a
reciprocal basis where applicable
Full terms and conditions available on request
Insert agreement must be signed

Check out the website at:

www.directbeautyproducts.com

ILLUSTRATED PROFILE

Gender

■ female
■ male



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