

# Easylife Mail Order Buyers Insert Programme



Monthly Insert Volume: **Up to 600,000**

Cost Per '000: **£45**

## CATALOGUE MAILINGS

*Reduced Rate Available For  
Media & Print Package*

### PROFILE

- 57% female, 43% male
- Aged 55+
- BC1C2
- Married/Retired
- Have grandchildren
- Homeowners likely to be living in a bungalow
- Interests include gardening, knitting, crossword puzzles, bingo and betting.

### BACKGROUND

EasyLife sell a variety of everyday products designed to make life easier. Their product range includes beauty, personal care, fitness, cleaning, car care, pet care, home furnishings, home convenience, gardening, and small electrical products. The average order value is £35.

Buyers have been sourced by direct mail, inserts, press advertising, TV and through their website [www.easylifegroup.com](http://www.easylifegroup.com).

Individuals are typically female, retired and aged 55 plus. Interests include gardening, knitting, crossword puzzles, bingo and betting.

We highly recommend this programme for offers aimed at the grey market, charities, health, financial services and publishing offers.

### INSERT SCHEDULE AND AVAILABILITY

Up to 600,000 available each month

**October mailing:** 560,000 available - delivery 30th September, drops 8th October

**November mailing:** 560,000 available - delivery 28th October, drops 5th November

*Call for approval and availability*

### SOURCE

- Direct Mail
- Press
- TV
- Online
- Inserts

### USEFUL INFORMATION & RATES

Inserts £45

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

Check out our website: [www.medialabgroup.co.uk](http://www.medialabgroup.co.uk)

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

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**medialab**  
group

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## EXAMPLES OF PRODUCTS SOLD BY EASYLIFE



## RESTRICTIONS

Sample insert submitted for approval  
Minimum order: Total monthly volume  
Maximum size: A5  
Maximum weight: 7 grams  
First time order must be prepaid  
Brokerage commission rates are offered on a reciprocal basis where applicable  
Full terms and conditions available on request  
Insert agreement must be signed by mailer

Check out the website at: [www.easylifegroup.com](http://www.easylifegroup.com)

## ILLUSTRATED PROFILE

Gender

