

# Classic Confidence Catalogue Insert Programme

classic  
confidence

Monthly Insert Volume: **On average 70,000**

Cost Per '000: **£45**

## CATALOGUE MAILINGS

*Reduced Rate Available For  
Media & Print Package*

### PROFILE

- Female
- ABC1/C2
- Aged 54
- Likely to be married
- Average household income  
£29.5k per annum
- Average dress size 18
- A high percentage have  
access to the internet &  
digital television

### SOURCE

- Direct Mail
- Inserts
- Online
- Off-the-page
- TV

### BACKGROUND

JD Williams Group are one of the UK's leading mail order shopping brands, having been established over 120 years ago. Across their various brands, they offer a wide range of value for money products in clothing, footwear and household and electrical goods, marketing their products through various channels including catalogues, targeted media advertising as well as via individual websites.

This programme allows you to promote your inserts into the Classic Confidence catalogue mailings. Classic Confidence specialise in selling a range of plus-sized casual tops, cardigans and t-shirts for women. They also sell a range of lingerie, jeans, trousers and footwear. These customers are typically married, aged 54, in full or part-time work with a household income of £29.5k. Average dress size is 18 with almost 40% indicating that they suffer from mobility problems.

These mail order responsive buyers have been recruited through inserts, direct mail, display advertising, TV or via their website. Typical users of this insert programme include charities, telecoms, travel, health and household goods promotions.

### INSERT SCHEDULE AND AVAILABILITY

Catalogue Mailings: 70,000 available on average each month

Please call for volumes and availability - volumes fluctuate.

### USEFUL INFORMATION & RATES

Inserts £45

Rates based on A5, 10grams. Commission to DMA Members: 10%

## Information updated monthly

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

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

MediaLab Group  
3rd Floor, Avenue House,  
25-27 Shaftesbury Avenue,  
London, W1D 7EQ



Contact us on: 020 7534 1760  
Email: [info@medialabgroup.co.uk](mailto:info@medialabgroup.co.uk)  
Website: [www.medialabgroup.co.uk](http://www.medialabgroup.co.uk)

medialab  
group

# Classic Confidence Catalogue Insert Programme

classic  
confidence

## EXAMPLES

**Cushion-walk**  
in a great range of  
**COMFORTABLE**  
FITTINGS FROM  
**£25**

WITH CP FREE

**D** STANDARD  
**E** WIDE  
**EEE** ULTRA WIDE

**SAVE AT LEAST £10**  
WITH THIS OFFER

Soft leather upper & fully leather lined

www.classicconfidence.co.uk 0871 231 4000

AUTUMN 2011  
classic confidence  
a constant inspiration

“Exclusive FASHION not available on the HIGH ST”

Fashion sizes 12-34  
Footwear sizes 4-9  
width fittings D(standard) - EEEE

**New season**  
BRAND NEW STYLES

0871 231 4000 www.classicconfidence.co.uk

## RESTRICTIONS

- Sample insert submitted for approval
- Minimum order: 100,000 or full monthly volume if less
- Maximum size: A5
- Maximum weight: 10grams
- First time order 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 by advertiser
- Check out their website at: [www.classicconfidence.co.uk](http://www.classicconfidence.co.uk)

## ILLUSTRATED PROFILE

Gender and Social Grade

