

# Fashion World Catalogue Insert Programme



Monthly Insert Volume: **On average 90,000**

Cost Per '000: **£45**

## CATALOGUE MAILINGS

*Reduced Rate Available For  
Media & Print Package*

### PROFILE

- 96% Female
- ABC1/C2
- Aged 51
- Likely to be married
- Average household income  
£20.5k per annum
- Average dress size 18
- A high percentage have  
access to the internet &  
digital television

### 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 Fashion World catalogue mailings. Fashion World sell a range of value for money female clothing and accessories, mainly targeting plus-sized females. As well as clothing, they also sell swimwear, lingerie and accessories. Fashion World customers are typically aged 50+ and are either full or part-time workers. Household income is almost £20.5k and almost 50% have grandchildren. A high proportion (40%) have 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: 90,000 available on average each month

Please call for volumes and availability - volumes fluctuate.

### SOURCE

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

### 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



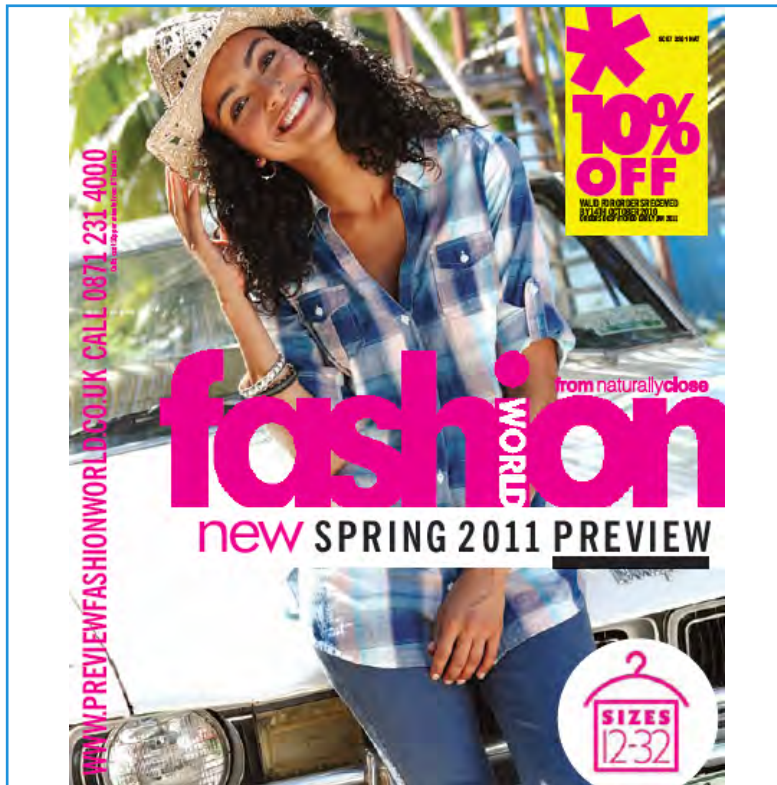
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# Fashion World Catalogue Insert Programme

**fashion**  
WORLD  
SIZES 12-34

## EXAMPLES

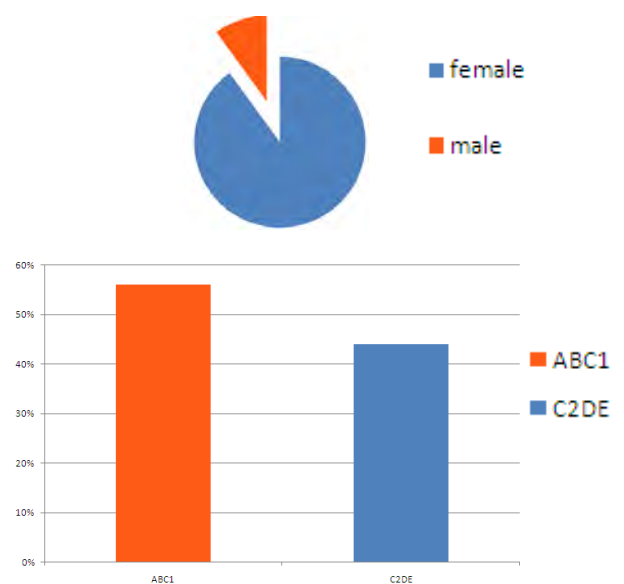


## RESTRICTIONS

- 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.fashionworld.co.uk](http://www.fashionworld.co.uk)

## ILLUSTRATED PROFILE

Gender and Social Grade



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