

Jacamo Fashion Catalogue Insert Programme



Monthly Insert Volume: **On average 50,000**

Cost Per '000: **£45**

CATALOGUE MAILINGS

*Reduced Rate Available For
Media & Print Package*

PROFILE

- 87% Male
- ABC1
- Aged 46
- Likely to be married
- Average household income
£28.5k per annum
- Average chest size 48"
- 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 Jacamo catalogue mailings. Jacamo is one of the few male clothing catalogues from JD Williams Group, selling mostly casual and leisure clothing, catering for plus-sized male market. They also sell various fashion accessories as well as sportswear and shoes. Jacamo's customers are typically aged 46 years and are in full time employment with an average household income of £28.5k. They are mostly married; 26% have children under 16.

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: 50,000 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, 10 grams. Commission to DMA Members: 10%

Information updated monthly

Check out our website at: www.medialabgroup.co.uk

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

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



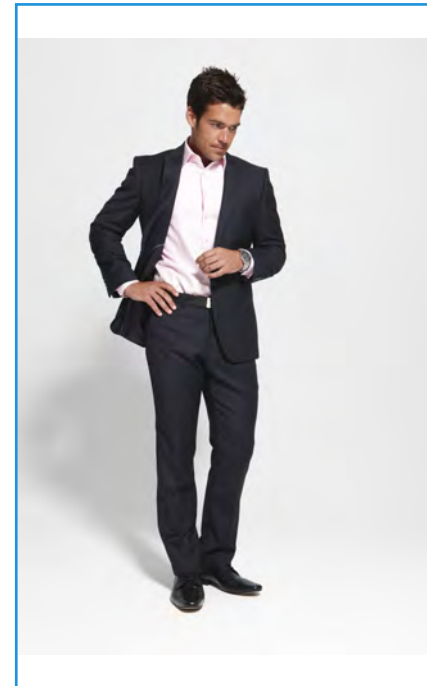
Contact us on: 020 7534 1760
Email: info@medialabgroup.co.uk
Website: www.medialabgroup.co.uk

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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.jacamo.co.uk

ILLUSTRATED PROFILE

Gender and Social Grade

