

# Marisota Catalogue Insert Programme

Marisota\*  
Designed with you in mind

Monthly Insert Volume: **On average 95,000**

Cost Per '000: **£45**

## CATALOGUE MAILINGS

*Reduced Rate Available For  
Media & Print Package*

### PROFILE

- 99% Female
- ABC1/C2
- Aged 50+
- Likely to be married
- Average household income  
£28k per annum
- Average dress size 20
- 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 Marisota catalogue mailings. Marisota mostly sell fashion clothing and accessories catering for the plus sized female market. Customers are typically aged 53 years, ABC1, are married, 50% of whom have grandchildren. Average household income is £28k with almost 35% suffering from mobility issues.

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: 95,000 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



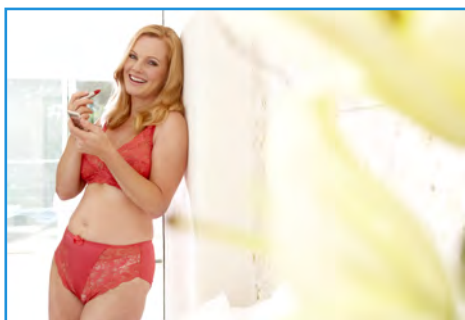
Contact us on: 020 7534 1760  
Email: [info@medialabgroup.co.uk](mailto:info@medialabgroup.co.uk)  
Website: [www.medialabgroup.co.uk](http://www.medialabgroup.co.uk)

medialab  
group

# Marisota Catalogue Insert Programme

Marisota\*  
*Designed with you in mind*

## 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.marisota.co.uk](http://www.marisota.co.uk)

## ILLUSTRATED PROFILE

Gender and Social Grade

