

Serif Buyers Insert Programme



Monthly Insert Volume: **20,000**

Cost Per '000: **£80**

PRODUCT DESPATCH

*Reduced Rate Available For
Media & Print Package*

PROFILE

- 75% Male
- Aged 40Y+
- Income £30k+
- 95% pay using a credit card
- Financially astute
- 65% are multi-buyers
- All own a home PC and have internet access
- Interests include travel, cookery, DIY.

SOURCE

- Online

BACKGROUND

Serif are the world's largest independent producer of desktop publishing and web design software, including photo-editing, drawing and graphics products. Founded in 1987, Serif aimed to provide better alternatives to high-end design and publishing packages, making their software easy-to-use. Although they target businesses and educational establishments, their main audience is home-users, whatever their level of PC experience.

Serif offer the opportunity to insert third party promotions into their product despatch programme. Products bought include Page Plus, Photo Plus, Draw Plus and Digital Scrapbook Artist and typically cost between £50-80 each. These customers have all bought or enquired about a Serif product and have been sourced via direct mail, telemarketing or online. These individuals are typically males, aged 40+, earning £30k+. Profiling indicates that a significant number are National Trust members with interests focussing on wildlife, technology, travel and current affairs.

The file has a proven track record of responding well for upmarket publishing titles, mid-high ask charities, educational products, technology, wine and travel offers.

INSERT SCHEDULE AND AVAILABILITY

Up to 20,000 Inserts availability each month

Call for approval and availability

USEFUL INFORMATION & RATES

Inserts £80

Commission to DMA Members: 10%

**Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.*

Information updated monthly

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

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

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EXAMPLES



RESTRICTIONS

- Sample insert submitted for approval
- Minimum order: 10,000
- Maximum size: A5
- Maximum weight: 100 grams
- 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 websites at: www.serif.com

ILLUSTRATED PROFILE

Gender

