

# JD Williams Group Catalogue Mailings Insert Programme



Monthly Insert Volume: **up to 960,000**

Cost Per '000: **£45**

## CATALOGUE MAILINGS

*Reduced Rate Available For  
Media & Print Package*

### PROFILE

- Predominantly female
- ABC1/C2
- Aged 40+
- Likely to be married
- Average household income  
£24k per annum
- Average dress size 18-22

### 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 a number of channels including catalogues, targeted media advertising as well as through the individual brand websites.

This insert programme enables you to target customers from their 'mid age-range' brands via their catalogue mailings – meaning those predominantly aged 40-55 years. Brands include Simply Be, Marisota, Fashion World, Classic Confidence and Jacamo. These brands mostly sell female fashion and leisure clothing, as well as lingerie, with the exception of Jacamo, which is predominantly a male clothing catalogue. Customers are typically BC1/C2 with an average household income of £24k and an average dress size of 18.

As well as clothing, these catalogues also sell a range of gardening, health, homeware, DIY and children's toy products. These mail order responsive buyers have historically 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 Mailing volumes available each month:

February	766,500
March	859,000

It is possible to select by brand for most mailings and insert to these individuals only - so if you want to target males, go for Jacamo only.

*Call for approval and availability*

### 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**

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Your inserts will be sent out in these catalogue mailings



## RESTRICTIONS

- Sample insert submitted for approval
- Minimum order: 100,000
- 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 websites at:

[www.naturallyclose.co.uk](http://www.naturallyclose.co.uk)

[www.jacamo.co.uk](http://www.jacamo.co.uk)

[www.simplybe.co.uk](http://www.simplybe.co.uk)

[www.simplyyours.co.uk](http://www.simplyyours.co.uk)

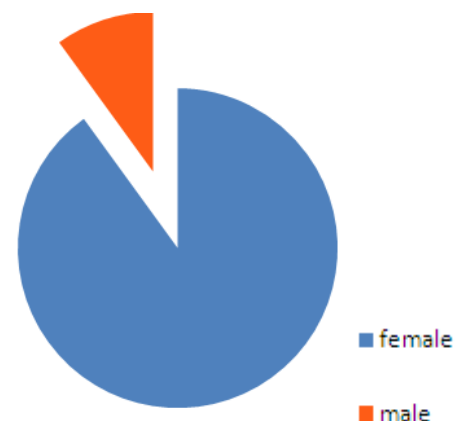
[www.fashionworld.co.uk](http://www.fashionworld.co.uk)

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

[www.classicconfidence.co.uk](http://www.classicconfidence.co.uk)

## ILLUSTRATED PROFILE

Gender



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