

JD Williams Group Product Despatch Insert Programme



Monthly Insert Volume: **Up to 700,000**

Cost Per '000: **£45**

PRODUCT DESPATCH

Reduced Rate Available For Media & Print Package

PROFILE

- Predominantly female
- ABC1/C2
- Aged 55+
- Likely to be married
- Average household income £23k per annum
- Average dress size 18
- A high percentage have mobility problems

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.

Their product despatch insert programme gives you the opportunity to target their customers across their various brands which include Ambrose Wilson, Simply Be, Nightingales, Oxendales and, of course, JD Williams Group. Customers across these brands are mostly female, aged 40+, although the majority are aged 55+. Average spend is approx £70, with average household income at £23k per annum.

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

up to 700,000 inserts available each month

Month	Volume	Delivery Date	Start Date
September	660,000	19th August	1st September
October	600,000	20th September	1st October
November	700,000	21st October	1st November
December	400,000	18th November	1st December

SOURCE

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

In addition to the monthly volumes above it is possible to take the same volume again into the JD Williams combi packs. Please enquire for further details.

Co-branding is also available subject to approval at an extra cost per '000

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

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

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



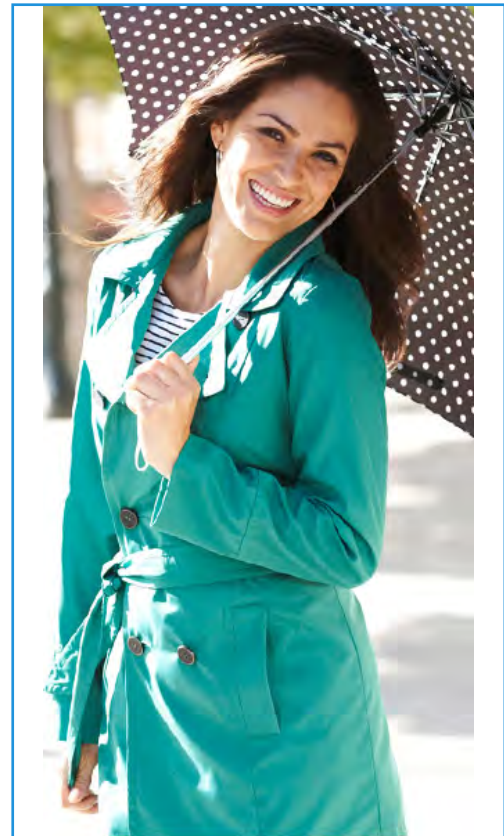
Contact us on: 020 7534 1760
Email: info@medialabgroup.co.uk
Website: www.medialabgroup.co.uk

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JD Williams Group - your inserts will be sent out in these brands

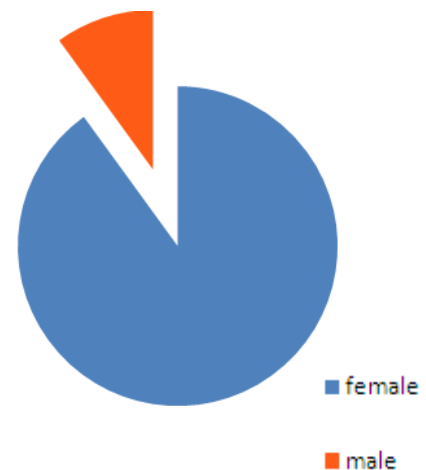


RESTRICTIONS

- Sample insert submitted for approval
- Minimum order: 100,000
- Maximum size: A5
- Maximum weight: All weights will be considered. Please enquire for rates
- 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.jdwilliams.co.uk

ILLUSTRATED PROFILE

Gender



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