



Kaleidoscope Mail Order Buyers

Media Opportunities

Kaleidoscope are one of the UK's best known home shopping catalogues, specialising in a stylish range of female fashion and homeware. They pride themselves on quality products that customers won't be able to find on the high street, particularly elegant evening wear and party dresses, as well as leisurewear, footwear and accessories.

Customer Profile:

- Predominantly female
- 55 years +
- Average household income £15-20k retired, £35-54k working pa
- Likely to be a teacher, a receptionist or nurse
- Not the main earner but the main shopper

Recruitment Method:

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

Recommended for:

- Charities
- Health
- Telecomms
- Competitions
- Travel
- Confectionary/ Wine offers
- Household utilities
- And more...

Find them at: www.kaleidoscope.co.uk



Inserts:

Opportunity:	Product Despatch & Statement Mailings
Volume:	up to 50,000 PDs and 120,000 SM
Frequency:	Monthly
Max size:	Various sizes considered
Max weight:	All weights will be considered
Minimum volume:	50,000
Media rate:	£45 per '000 - based on 10 grams
Agency Commission:	10%

List: 300,000 names available

Postal:	123,000 0-12 month
Email:	82,000 Actives
Telephone:	105,000 0-12 month
Selections:	Multibuyers, Geography, Gender, Recency, Order Value, Age, Shoe Width/ Dress Size, Payment Method & Product Purchased
Media rate:	£120 per '000 Selections from £10 per '000
Delivery Charge:	£40
Agency Commission:	Up to 15%
Counts:	Guaranteed within 24 hours (no charge)
Minimum volume:	5,000

For more information please call:

020 7534 1760

email: sales@medialabgroup.co.uk

web: www.medialabgroup.co.uk

Please note: Copy approval required prior to booking. MediaLab standard booking terms and conditions apply. Information above is subject to change, please contact us for latest volumes, rates and schedules

