



OWL BARN GIFTS

...gifts worth giving

The Owl Barn is a mail order gift catalogue business based in Norfolk. They sell a range of collectables and gifts including books, clothing, homeware, games/puzzles and confectionary for special occasions. Their customers are fiercely loyal, often finding products not readily available on the high street. They have typically bought via their catalogue with a growing online presence with buyers typically being females ages 60+ with an average order value of £35.

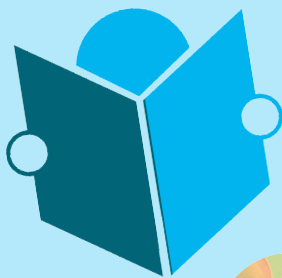


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BRAND PROFILE



80%
Female

Aged
60+

OPPORTUNITIES

OPPORTUNITY

Direct Mail

VOLUME

42,000 0-12m buyers

SELECTIONS

Multibuyers,
Geography,
Recency,
Gender

DELIVERY CHARGE

£60

MINIMUM VOLUME

5,000

MEDIA RATE

£120 per '000

RECOMMENDED FOR

Charities

Publishing

Health

Financial Services

Utilities

Travel