



Cotton Traders Media Opportunities

BACKGROUND

Cotton Traders are one of the most recognisable home shopping catalogue brands in the UK. They sell a range of leisure and casual clothing for men and women, as well as footwear, accessories and outdoor wear. Founded in 1987 by former England rugby captains, Fran Cotton and Steve Smith, they initially specialised in replica rugby jerseys but have since significantly expanded their range, largely catering for a 50 years+ mid market audience.

PROFILE

- 65% Female
- Age 55+
- ABC1
- Interests include: gardening, books, vitamins, computers, wine & DIY
- Looking for quality, family focused, active lifestyle

RECRUITMENT METHOD

- Off the page advertising
- Inserts
- Online

RECOMMENDED FOR

- Charities
- Health & Beauty
- Home / Garden
- Financial Services
- Travel
- Wine offers
- Utilities
- Insurance
- Competitions

www.cottontraders.com

 **020 7534 1760**
 **sales@medialabgroup.co.uk**

 1st floor, Portland House,
4 Great Portland Street, London, W1W 8QJ

LIST: 250,000 names available	
POSTAL	155,000 0-12 month Buyers
SELECTIONS	Multibuyers, Geography, Gender, Recency, Order Value, Payment Method
MEDIA RATE	£110 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000

INSERTS	
PRODUCT DESPATCH:	Up to 150,000
FREQUENCY	Monthly
MAX SIZE	A5
MAX WEIGHT	10g
AGENCY COMMISSION	10%
MINIMUM VOLUME	Full Run
MEDIA RATE	£45 per '000

