



Good Times Direct

BACKGROUND

Good Times Direct have a 64 page catalogue packed with DVDs, Audio Books and Music featuring classics and nostalgia from genres of the 40's, 50's, 60's, 70's and more. Glen Miller, Doris Day, Ella Fitzgerald, Billie Holiday, Judy Garland, Perry Como and lots more. Customers of Good Times Direct are aged 60+, 48% males and 52% females, the majority being loyal customers with high repeat orders and an average order value of £35.

PROFILE

- 52% female
- Aged 60+
- AOV £35

RECRUITMENT METHOD

- Mail Order catalogue
- Page advertising
- Direct mail
- Online

RECOMMENDED FOR

- Charities
- Health
- Publishing
- Financial Services
- Travel
- Utilities

www.goodtimesdirect.com

LIST: 52,000 names available

POSTAL	52,000 0-12 month buyers
SELECTIONS	Multibuyers, geography, recency, gender, order value, credit card
MEDIA RATE	£105 per '000
DELIVERY CHARGE	£40
AGENCY COMMISSION	Up to 10%
MINIMUM VOLUME	5,000



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