



# Ideas Comfort

## BACKGROUND

Ideas Comfort, formerly known as Temps L, is a mail order catalogue selling a range of homeware, kitchen, health and beauty products as well as useful devices for the home.

Customers are recruited via the home shopping catalogue as well as their website [www.ideascomfort.co.uk](http://www.ideascomfort.co.uk) with an average order value of £45 per spend. Customer are typically female, aged 60+ and are responsive to a variety of relevant direct mail promotions and offers.

## PROFILE

- 73% Female / 27% Male
- Aged 60+
- 49% retired

## RECOMMENDED FOR

- Charity
- Health Products & Publications
- Competitions
- Lottery
- Gardening & Motoring
- Telecomms
- Financial Services

## RECRUITMENT METHOD

- TV
- OOH
- Online

[www.ideascomfort.co.uk](http://www.ideascomfort.co.uk)

22,339 All Available	
POSTAL	22,339 0-24 Month
SELECTIONS	Recency, Gender, Geography, Multibuyers, Order Value
MEDIA RATE	£130 per '000. Selections from £10 per '000.
DELIVERY CHARGE	£60
AGENCY COMMISSION	15%
COUNTS	Guaranteed within 24 Hours
MINIMUM VOLUME	5,000



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