



BACKGROUND

Jersey Choice Limited is the parent company of Jersey Plants Direct and Gardening Direct. Both brands are internet and mail order plant companies selling a year round range of Jersey grown bedding plants, perennials, shrubs, vegetable plants and seeds, bulbs and gardening accessories, plus an offering of floral gift items and festive items for the Christmas season.

The Jersey Choice customers are mostly homeowners and retired and are likely to have ISAs and Savings Products. Many are pet owners, like to donate to charity, tend to read mid-quality and broadsheet newspapers.

A perfect opportunity to target affluent, grey market, gardening lovers!

PROFILE

- Even gender split
- 86% aged 55Y+
- ABC1
- Interests include gardening, travel, collectables, DIY, fishing, outdoor pursuits, gourmet foods, fine wines and slimming.

RECRUITMENT METHOD

- Press
- Online

RECOMMENDED FOR

- Health
- Mobility
- Charity
- Insurance
- Fashion
- Travel
- Home & Gardening (non-competitive)
- Collectables
- Food/ Wine
- Distance Learning

www.gardeningdirect.co.uk

www.jerseyplantsdirect.com

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we are the **dma**

LIST: 86k names available

POSTAL	73k 0-12 month buyers
SELECTIONS	Multibuyers, Geography, Gender, Recency
MEDIA RATE	£120 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 10%
MINIMUM VOLUME	5,000

LOOSE INSERTS & SAMPLING

OPPORTUNITY:	Catalogue Mailings - up to 400k per month. Product Despatch - over 200k per month.
FREQUENCY	Monthly
MAX SIZE & WEIGHT	Catalogue Mailings - A5, weight flexible, 16pp. Product Despatch - A4, all weights considered.
AGENCY COMMISSION	10%
MINIMUM VOLUME	100k
MEDIA RATE	£45 per '000 based on 6 grams.