

BACKGROUND

JoJo Maman Bébé is one of the most recognisable maternity, baby and children's retailers. They sell a range of high quality, imaginative and practical clothing for children aged 0-6 years as well as stylish maternity wear and nursery products, gifts and toys, through multi-channel marketing. Although these names are largely sourced via online or mail order, JoJo Maman Bébé currently have 80+ shops on the high street, all with the same independent, high quality, boutique store feel. As a result, they have extremely loyal customers, 60% of whom make multiple purchases across the year.

PROFILE

- ABC1 females
- Aged 28-54yrs
- Children aged 0-6

RECRUITMENT METHOD

- Direct Mail
- Inserts
- Online
- Off-the-page

RECOMMENDED FOR

- Upmarket home interiors
- Wine
- Food
- Entertainment
- Holidays
- Publishing
- Sampling
- And more...

www.jojomamanbebe.co.uk



LIST: 57,353 names available

POSTAL	35,466 0-12 month buyers
SELECTIONS	Multibuyers, Geography, Gender, Recency, Order Value, Payment Method & Product Purchased
MEDIA RATE	£120 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 10%
COUNTS	Guaranteed within 24hrs
MINIMUM VOLUME	5,000

INSERTS

OPPORTUNITY	PDs & Catalogue Mailings
VOLUME	25k PDs, 180k Cats
FREQUENCY	PDs Monthly & Cats Bi-monthly
MAX SIZE	Various sizes considered
MAX WEIGHT	All weights will be considered
MINIMUM VOLUME	25k PDs & 50k Cats
MEDIA RATE	£45 per '000 - based on 7g
AGENCY COMMISSION	10%



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