



Joe Browns Mail Order Buyers

BACKGROUND

Joe Browns are a mail order fashion house with unique and interesting casual clothing not readily available at the high street. Customers like the individual styling the Joe Browns brand provides. It has a loyal following of females who are married, with children typically aged 5 to 16.

Customers are recruited through various techniques including direct mail, mail, press and the internet with many customers becoming multi-buyers; the brand is that strong, that once hooked, they stay hooked.

PROFILE

- 77% female
- Aged 36-55 years
- 70% multibuyers
- Housewives with HH income £40k+
- 51% have children at home
- Mosaic: over-represented in upmarket, suburban groups with children

RECRUITMENT METHOD

- Online
- Press
- Inserts
- Off-the-page
- Catalogue

RECOMMENDED FOR

- Charities
- Health
- Telecomms
- Competitions
- Travel
- Confectionary / Wine offers
- Household utilities

www.joebrowns.co.uk

LIST: 350,000 names available

POSTAL	120,000 0-12 month buyers
SELECTIONS	Multibuyers, Geography, Gender, Recency, Frequency, Order Value, Product Purchased
MEDIA RATE	£100 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000



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