

BACKGROUND

Target young families through product despatches to Mothercare and ELC customers. Mothercare and Early Learning Centre are uniquely positioned along the parenting journey catering from pre-birth to 6 years old.

Mothercare is the leading parenting retailer in the UK and one of the best known and trusted parenting brands around the world. Around 80% of first time pregnant women visit Mothercare as they have everything needed to welcome in a new baby. **Early Learning Centre** is more than just a toy shop. Their toys are designed to help children between 0-6 years develop vital key skills.

PROFILE

- 65% female
- 25-39 years (core customer)
- 58% ABC1
- 21% have grandchildren aged 0-5 years
- 22% have had a child in the last year

RECOMMENDED FOR

- Family Breaks
- Family Entertainment
- Food (suitable to consume during pregnancy)
- Utilities
- Telecomms
- Charities
- Insurance
- Sampling

www.mothercare.com
www.elc.co.uk



LOOSE INSERT / SAMPLING

OPPORTUNITY	Product Despatch
VOLUME	Up to 400k
FREQUENCY	Monthly
MAX SIZE	A5
MAX WEIGHT	Flexible, please enquire
MINIMUM VOLUME	100k
MEDIA RATE	£45 per '000 based on 6 grams
AGENCY COMMISSION	Not payable
CO-BRANDING OPPORTUNITY	Available on request & approval

IN-STORE SAMPLING/ LOOSE INSERTS

OPPORTUNITY	Goody bags at expectant parent events
VOLUME	20k
FREQUENCY	February, June & October
MAX SIZE	Flexible, please enquire
MAX WEIGHT	Flexible, please enquire
MINIMUM VOLUME	20k
MEDIA RATE	£80 per '000 based on 10 grams
AGENCY COMMISSION	Not payable
CO-BRANDING OPPORTUNITY	Available on request & approval

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