



# SECRETSALES

secretsales

## BACKGROUND

secretsales is the leading flash sales site in the UK. Unlike traditional retailers secretsales launches new sales every single day of the week from hundreds of well-known brands you know and trust, such as; UGG, D&G, Boss, Mulberry, Marc Jacobs, Chanel, Ralph Lauren and many more. Every sale lasts for 4 days and has discounts of between 30- 70% off.

## PROFILE

- 80% female
- 85% ABC1
- 73% aged between 30-59 years
- Avg. order value £70
- 50% earn £40k+
- 55% live in London and South East
- 76% are home owners
- Professionals or Senior Managers
- Amex / Diners Club card holders

## RECRUITMENT METHOD

- PPC
- SEO
- Email Acquisition
- Affiliates
- Social Media
- PR

## RECOMMENDED FOR

- Charities
- Health
- Telecomms
- Competitions
- Entertainment
- Travel
- Confectionary / Wine offers
- Household utilities
- And more...

[www.secretsales.com](http://www.secretsales.com)



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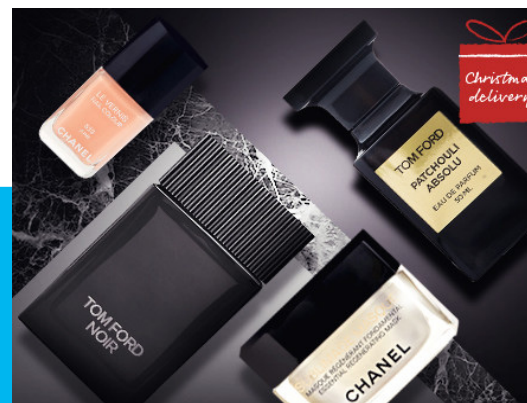
1st floor, Portland House,  
4 Great Portland Street, London, W1W 8QJ

## INSERTS

OPPORTUNITY	Product Despatch
VOLUME	50k
FREQUENCY	Monthly
MAX SIZE	A5
MAX WEIGHT	10 grams
MINIMUM VOLUME	Full monthly volume
MEDIA RATE	£55 per '000 based on 10 grams
AGENCY COMMISSION	10%

## EMAIL

VOLUME	1,600,000 0-6 month actives
SELECTIONS	Gender, Recency of last login, Recency of last email open, Product bought; Brand, Category, Product type, Value, Discount amount, Type of brand. Price point of purchases. Multiple selections available, please enquire
MEDIA RATE	£50 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	50,000



Christmas delivery

we are the dma