

## BACKGROUND

Shop at Ease are a leading seller of household cleaning products, mostly sold via off the page advertisements, telemarketing and online. Their main product range centres around vacuum and steam cleaners, including the Royale Power-Vac and the Royale Steam-Mop. They also sell a range of cleaning accessories including cloths, wipers and shampoos, as well as some garden and pet products. The products focus particularly on the fact they are light weight and easy to use as they traditionally target the more mature customer.

## PROFILE

- 65% female, 35% male
- Aged 55 years +
- Average Order Value £30-50

## RECRUITMENT METHOD

- Online
- Off the page

## RECOMMENDED

- Charities
- Health
- Telecomms
- Competitions
- Travel & Leisure
- Confectionary / Wine offers
- Household utilities
- Senior Mail Order Fashion

[www.shop-at-ease.net](http://www.shop-at-ease.net)

LIST: 47,341 names available

POSTAL	11,324 0-12 Month Buyers
SELECTIONS	Geography, Recency, Payment Method, Product Purchased
MEDIA RATE	£100 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000

The image displays six promotional advertisements for Shop@Ease products. Each ad features a product image, a headline, and a price. The products shown are:
 

- The Royale Senior - superlight 2-in-1 vacuum**: Headline 'The King of lightweight vacuums...'. Price: Only £29.95.
- NEW Superlight Max Featherlight Vac**: Headline 'So light it's a real joy to use!'. Price: Only £29.95.
- The NEW Energy Efficient Max Senior Vac**: Headline 'Superlight, Compact and Powerful!'. Price: From Only £29.95.
- Home Humidifier!**: Headline 'NEW! Air-Moisturising, Aromatherapy, Comforting, Colour Changing'. Price: Only £19.95.
- The Max Senior Cyclonic Vac**: Headline 'Superlight, powerful and cyclonic. Simply lifts out dirt!'. Price: From Only £3.00.
- The New Power-Brush Max Vac**: Headline 'Effortless vacuums and brushes your home deep down clean!'. Price: Only £29.95.

 Several ads include 'SOLD OUT!' or 'Half Price!' callouts, indicating limited availability or discounts.

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