



The Entertainer Product Despatch

BACKGROUND

This is a perfect opportunity to target affluent young families through product despatches to customers from leading toy store retailer The Entertainer. Their product range caters for newborn babies up until 10+ year children. Popular brands include Lego, Disney and Star Wars.

PROFILE

- Female
- Aged 25-44
- ABC1

RECRUITMENT METHOD

- TV
- Press
- Inserts
- Direct Mail

RECOMMENDED FOR

- Food
- Charities
- Entertainment
- Fashion
- Travel/Visitor Attractions
- Home
- Insurance
- Publishing

CAN ACCEPT PRODUCT SAMPLES

www.thetoyshop.com

INSERTS

OPPORTUNITY	Product Despatch
VOLUME	Up to 160k
FREQUENCY	Monthly
MAX SIZE	A5
MAX WEIGHT	Flexible, please enquire. Can accept product samples
MINIMUM VOLUME	Full monthly volume
MEDIA RATE	£45 per '000 based on 10 grams
AGENCY COMMISSION	10%

DIGITAL DISPLAY

VOLUME	Newsletter – 450k subscribers Checkout pages – up to 240k monthly impressions
SPECIFICATION	Newsletter – 204 x 120/ 300 x 177 Checkout pages – 950 x 200
MEDIA RATE	CPA – rates on agreement



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