



BACKGROUND

Bakker.com are the largest horticultural mail order company in Europe. They sell high quality plants, bulbs, seeds and garden products, with customers primarily sourced through direct mail, inserts and online. Due to their reputation for quality products and excellent service, they attract a loyal band of repeat purchasers who are passionate about their garden and horticulture. Average order value is £30 and customers can be targeted in Ireland as well as the UK.

PROFILE

- 65% female
- Aged 60+
- Household income £15,000
- Donate to medical, animal and children's charities
- Interests include cookery, competitions/bingo, reading, outdoor activities and gardening

RECRUITMENT METHOD

- Direct Mail
- Inserts
- Online
- Advertising

RECOMMENDED FOR

- Charities
- Health & Mobility
- Self-Improvement
- Mail Order fashion
- Publishing
- Financial Services
- Telecomms
- Confectionary/ Wine

www.bakker.com



LIST: 260,703 names available

| | |
|--------------------------|---|
| POSTAL | UK - 65,141 0-12 month buyers UK - 50,302 13-24 month buyers Ireland - 2,872 0-24 month buyers |
| SELECTIONS | Multibuyers, Geography, Gender, Recency, Order Value |
| MEDIA RATE | UK - £120 per '000 Ireland - £180 UK Selections from £10 per '000 Ireland Selections from £20 per '000 |
| DELIVERY CHARGE | UK - £60 Ireland - £120 |
| AGENCY COMMISSION | Up to 15% |
| MINIMUM VOLUME | 5,000 |

Insert Opportunities Available

| | |
|--------------------------|---------------------------------------|
| OPPORTUNITY | Product Despatch |
| VOLUME | Up to 200,000 |
| FREQUENCY | Feb - June Sep - Dec |
| MAX SPEC | 210 x 270mm All weights considered |
| MINIMUM VOLUME | 25,000 |
| MEDIA RATE | £45 per '000 (20g or less) |
| AGENCY COMMISSION | up to 10% |
| DELIVERY | 6 weeks prior to start date |



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