

Jersey Choice Limited is the parent company of Jersey Plants Direct and Gardening Direct. Both brands are internet and mail order plant companies selling a year round range of Jersey grown bedding plants, perennials, shrubs, vegetable plants and seeds, bulbs and gardening accessories, plus an offering of floral gift items and festive items for the Christmas season.

The Jersey Choice customers are mostly homeowners and retired and are likely to have ISAs and Savings Products. Many are pet owners, like to donate to charity, tend to read mid-quality and broadsheet newspapers. A perfect opportunity to target affluent, grey market, gardening lovers!



## BRAND PROFILE

- Even gender split
- 86% aged 55Y+
- ABC1
- Interests include gardening, travel, collectables, DIY, fishing, outdoor pursuits, gourmet foods, fine wines and slimming.

## OPPORTUNITY

- |                              |   |
|------------------------------|---|
| <b>OPPORTUNITY</b>           | - Catalogue Mailings - up to 400k per month.<br>Product Despatch - over 200k per month.             |
| <b>FREQUENCY</b>             | - Monthly   |
| <b>MAX SIZE &amp; WEIGHT</b> | - Catalogue Mailings - A5, weight flexible, 16pp.<br>Product Despatch - A4, all weights considered. |
| <b>MINIMUM VOLUME</b>        | - 100k  |
| <b>MEDIA RATE</b>            | - £45 per '000 based on 6 grams.  |
| <b>AGENCY COMMISSION</b>     | - 10%   |

## RECOMMENDED FOR

Health | Mobility | Charity | Insurance | Fashion | Travel | Home & Gardening (non-competitive) | Collectables | Food/ Wine | Distance Learning

**[www.gardeningdirect.co.uk](http://www.gardeningdirect.co.uk)**  
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