

JoJo Maman Bébé is one of the most recognisable maternity and baby clothing retailers in the UK. They sell a range of high quality, imaginative and practical clothing for children aged 0-6 years as well as stylish maternity wear and nursery products, gifts and toys, through multi-channel marketing. Although these names are largely sourced via online or mail order, JoJo Maman Bébé currently have 60+ shops on the high street, all with the same independent, high quality, boutique store feel. As a result, they have extremely loyal customers, 60% of whom make multiple purchases across the year.



BRAND PROFILE

- ABC1 females
- Aged 28-40yrs
- Children aged 0-6

OPPORTUNITY

OPPORTUNITY	- PDs & Catalogue Mailings
VOLUME	- 25k PDs, 180k Cats
FREQUENCY	- PDs Monthly & Cats Bi-monthly
MAX SIZE & WEIGHT	- All weights will be considered
MINIMUM VOLUME	- 25k PDs & 50k Cats
MEDIA RATE	- £45 per '000 based on 7 grams.
AGENCY COMMISSION	- 10%

RECOMMENDED FOR

Upmarket home interiors | Wine | Food | Entertainment | Holidays | Publishing | Sampling

www.jojomamanbebe.co.uk

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