

Laithwaite's are the UK's number one home delivery wine merchant with over 1,500 varieties of wine to choose from. Established over 40 years ago by Tony Laithwaite, they deal directly with the vineyards, enabling them to source unique wines of real quality and character, often not found on the high street. As such, they have established a discerning, loyal customer base who trust in the quality of wine they receive as well as the unrivalled service levels.

This is an excellent opportunity to get in front of their customers by placing advertising inserts into the Laithwaite's and Sunday Times Wine Club Product Despatch programme. This affluent, mostly male audience are highly responsive to targeted offers and are an excellent demographic for acquisition campaigns.



## BRAND PROFILE

- 60% male
- Predominantly aged 50+
- Average income £40k
- AB
- Educated, senior professionals or retired
- Typically married with grown up children

## OPPORTUNITY

<b>OPPORTUNITY</b>	- Product Despatch
<b>VOLUME</b>	- Up to 200k
<b>FREQUENCY</b>	- Monthly
<b>MAX SIZE</b>	- A5
<b>MAX WEIGHT</b>	- On application
<b>MINIMUM VOLUME</b>	- Full run or 100k
<b>MEDIA RATE</b>	- £50 per '000
<b>AGENCY COMMISSION</b>	- 10%

## RECOMMENDED FOR

Travel | Financial services | Utilities | Insurance | Health/Beauty | Home/Garden | Charity

[www.laithwaites.co.uk](http://www.laithwaites.co.uk)

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