

The Owl Barn is a mail order gift catalogue business based in Norfolk. They sell a range of collectibles and gifts including books, clothing, homewares, games/puzzles and food, such as biscuits and cakes for special occasions. Their customers are fiercely loyal, often finding products not readily available on the high street. They have typically bought via their catalogue with a growing online presence with buyers typically being females, aged 60+ with an average order value of £35.



BRAND PROFILE

- 80% female
- Aged 60+
- AOV £35
- Interest include gardening, competitions, collectibles, charity, books

OPPORTUNITY

OPPORTUNITY	- 43,000 0-12 month buyers
SELECTIONS	- Multibuyers, geography, recency, gender
DELIVERY CHARGE	- £60
MINIMUM VOLUME	- 5,000
MEDIA RATE	- £120 per '000

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