

“Damart is a leading mature market multi-channel fashion retailer - renowned for its value for money prices and unique style with added comfort.”

Media Pack



Trading for more than 60 years, Damart is firmly established as a leader in the mature market for ladies fashion, with over 6 million customers in the UK alone.

Customers on this file are aged 55+, have good disposable incomes and are regular mail order users.

Many have been recruited through advertising, inserts, off the page, mailings and the website www.damart.co.uk

Recommended For

Food & Drink	Home & Garden	Health & Beauty	Financial Products	Travel	Accessories
Independent Living		Mobility		Entertainment	

Damart Profile

92% female
BC1C2
AOV - £35+
Aged 55+



Opportunities

Product Despatch
Volume - up to 100k
Frequency – weekly
Max size – 235x155mm
Rate - £35/000
Agency commission – 10%

For more information, contact the Media Sales team on 0207 534 1771 or email kimberley.bates@medialabgroup.co.uk