TEL: 0845 643 8470
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AFIBEL

Afibel is a mail order catalogue that specialises in clothing for the mature market (www.afibel.co.uk).

Afibel
french for elegant fashion

THE AFIBEL BRAND

Launched in the UK in 2003 after huge success in France, the Afibel range comprises everyday clothing, lingerie and shoes. Products are comfortable, elegant and offer value for money.

Menswear and home products are also provided.

Free gifts and other special offers are sent to clients purchasing from the catalogue.

Well suited to the grey market in general, and particularly responsive to health and wellbeing, mobility, gadget and leisure sectors.

PROFILE

Gender: 98% female
Age: 60+
Demographic: C1/2D

THE FIGURES

Product despatch: 50,000

Frequency: monthly

Insert weight: 10g (max)

Price: £40 / 000

Further information

Please contact one of the sales team on 0845 643 8470 or email info@griffinmediasolutions.com.

In addition, we offer print and production services: www.griffinmediasolutions.com or tel 0845 643 8470.