

## THE WOODS BRAND

Founded in 1981, Woods makes savings for savvy customers who take advantage of buying direct and a free post and packing offer.

Mature, health conscious buyers make multiple purchases of health, slimming and fitness products, and 25,000 new customers are recruited each month.

Customer profiling suggests buyers have made financial purchases such as ISAs and take pride in their homes and gardens, are keen travelers and donate regularly to charity.

# WOODS

Woods offers the finest natural supplements and products at the best possible price ([www.woodshealth.com](http://www.woodshealth.com)).



## PROFILE

Gender: 60% female  
Age: 55+  
Demographic: BC1/C2

## Further information

Please contact one of the sales team on 0845 643 8470 or email [info@griffinmediasolutions.com](mailto:info@griffinmediasolutions.com).

**In addition, we offer print and production services:**  
[www.griffinmediasolutions.com](http://www.griffinmediasolutions.com) or tel 0845 643 8470.

## THE FIGURES

**Catalogue mailing:** 250,000

**Product despatch:** 100,000

**Frequency:** monthly

**Insert weight:** 10g (max)

**Price:** £45 / 000