



DETAILS

The Back Pain List comprises older people who suffer from back pain and have purchased a Pelvic Back Pain Belt to enable them to be free to get on with a normal and active life.

The belt is lightweight and discreet as can be worn under clothing and is suitable for men and women to use every day.

These names have been recruited through direct mail campaigns and inserts and are suitable for health, fitness, home, garden and general interest.

BACK PAIN

A list targeting men and women over 50 years who have back pain.

PROFILE

Gender: 60% female
Age: 50+
Demographic: BC1/C2

Further information

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

THE FIGURES

0-12 month GDPR compliant counts available on request

Rate: £115/000

Selections: £10/000

Delivery fee: £35