

## THE CHUMS BRAND

Chums is a well-known clothing company that accepts inserts in its catalogue mailings and product despatches.

As well as providing a wide range of clothes aimed at the older market, Chums has household goods, mobility products and even furniture.

Customers are mainly aged 60 years and over and are recruited via off the page advertisements, inserts and the company website.

This programme works well for those aiming at the older market including charities and companies in the mobility, insurance and travel sectors.

## CHUMS

Chums is a well-known independent mail order company selling a wide range of clothes aimed at the older market ([www.chums.co.uk](http://www.chums.co.uk)).

### PROFILE

Gender: 50% male/female  
Age: Predominantly 60+  
Demographic: C1/C2D



### THE FIGURES

**Catalogue Mailing:**  
200,000 – 1 million

**Product Despatch:** 60,000

**Frequency:** monthly

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

**Price:**  
**CM:** £35/000  
**PD:** £50/0000

### 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.*