



THE EASYLIFE BRAND

The Easylife range includes an extensive variety of products in the following areas: beauty, personal care, fitness, cleaning, car care, pet care, home furnishing and convenience, gardening, and small electrical goods. The company also sells extended warranty insurance.

Products are sold by mail, TV, inserts, online and through national newspaper advertising. Quality and convenience drive its business, and exceptional customer service is key

It is ideal for the grey market and is particularly responsive to health and well-being, finance, gardening, leisure, gadget and games offers.

EASYLIFE

Easylife focuses on making life easier, offering a wide range of practical and affordable products to help with everyday issues (www.easylifegroup.com).

PROFILE

Gender: 57% female
Age: 55+
Demographic: BC1/C2



THE FIGURES

Catalogue mailing: 1million

Product despatch: 30,000

Frequency: monthly

Insert weight: 10g (max)

Price: £45 / 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.*