



## THE FLORIDA DIRECT BRAND

Florida Direct's unique selling point is top notch laboratory-tested anti-ageing products at low price points with no compromise on quality.

Customers are recruited through direct mail campaigns, catalogue inserts and product despatch inserts.

Highly responsive to health and beauty campaigns, clothing and accessories (including comfortable footwear), homeware and general grey market mail order.

# FLORIDA DIRECT

Florida Direct aims to supply the finest anti-ageing supplements at the lowest prices to an older audience ([www.floridadirecteurope.com](http://www.floridadirecteurope.com)).

## PROFILE

Gender: 72% 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:** 100,000

**Frequency:** monthly

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

**Price:** £45 / 000