



## 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.

The list is highly responsive to health and beauty campaigns, clothing and accessories (including comfortable footwear), homeware and general grev 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: 57% female  
Age: 45-65  
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).

## THE FIGURES

**0-12 month GDPR compliant counts available on request**

**Rate:** £115/000

**Selections:** £10/000

**Delivery fee:** £35