



THE HOUSEWARES DIRECT BRAND

Housewares Direct is a popular mail order catalogue that offers a vast range of homeware solutions from stylish storage ideas to pretty soap holders and cleaning products.

Customers are passionate about their homes and many are multi-buyers.

The Housewares Direct programme works well for sectors such as healthcare and beauty, mobility, travel and insurance as well as general grey market mail order companies.

HOUSEWARES DIRECT

Housewares Direct is a one-stop shop for all household needs (www.housewaresdirect.co.uk).



PROFILE

Gender: 75% female
Age: 55+
Demographic: ABC1/C2

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.*

THE FIGURES

Catalogue mailing: 120,000

Frequency: monthly

Insert weight: 10g (max)

Price: £45 / 000