



## THE JEAN PATRIQUE BRAND

Products are purchased via off-the-page advertisements in national newspapers and magazines.

With consumers also buying from their 32 page catalogue, Jean Patrique recruits around 5,000 new buyers each month.

Average order values in excess of £100 confirm this to be a very affluent, upmarket audience.

Travel, eating out, theatre, reading and music are popular pursuits. And the wide variety of products offers a good change to target the mass grey market.

## JEAN PATRIQUE

Jean Patrique is one of the UK's favourite cookware suppliers, offering quality products at affordable prices ([www.jean-patrique.co.uk](http://www.jean-patrique.co.uk)).

### PROFILE

Gender: 52% female  
Age: 40+  
Demographic: ABC1/2

### 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.

*Jean-Patrique*<sup>®</sup>  
PROFESSIONAL COOKWARE

### THE FIGURES

**Catalogue mailing:** 250,000

**Product despatch:** 20,000

**Frequency:** monthly

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

**Price:** £55 / 000