



## THE HSS/PC BRAND

The two catalogues offer an extensive range of affordable yet high quality innovative products for the home and garden, beauty, health and wellbeing and fashion items.

Customers are committed mail order buyers and there is a high percentage of repeat purchasers. Around 75% are homeowners and most own credit cards.

Interests include health, gardening, DIY, books, travel and competitions.

Advertising in the form of inserts within acknowledgment letters is a clever way to promote products and services.

## ORDER ACKNOWLEDGEMENT LETTERS

HOME SHOPPING  
*Selections*

PC PersonalChoice  
Stylish Inspiration for Health, Home & Garden

Home Shopping Selections and Personal Choice send customers a confirmation letter when they place an order.

### PROFILE

Gender: 53% 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

**Mailing:** 50,000

**Frequency:** Monthly

**Insert weight:** 10g (max) A5

**Price:** £55 / 000