



## THE DETAILS

The ageing population means more people than ever before are living in chronic pain. And self-diagnosis plus a squeeze on NHS budgets has seen a trend of people turning to natural pain relief over prescribed medicines.

This highly responsive consumer list comprises names from titles such as Home Shopping Selections, Personal Choice and Wellform.

Recruitment is through direct mail campaigns, catalogue inserts and product despatch inserts.

## PAIN RELIEF

Consumers who seek relief from aches and pains, largely due to arthritis, osteoporosis and headaches.

### PROFILE

Gender: 55% female  
Age: 55+  
Demographic: BC1/CD/D

### 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:** £125/000

**Selections:** £10/000

**Delivery fee:** £35