



## THE DETAILS

From arthritis pain to headaches, this is a list of consumers who would rather buy natural pain relief products over prescribed medicines.

Titles such as Life Health, Woods Supplements and Nature's Cures contribute to the comprehensive list. All recruitment is therefore through direct mail campaigns, catalogue inserts and product despatch inserts.

As well as health, the consumers are interested in mobility, products that make daily living easier, and finance offers.

## PAIN RELIEF BUYERS

People opting for natural pain relief over prescribed medicines for arthritis and other aches and pains

### PROFILE

Gender: 55% female  
Age: 50+  
Demographic: BC1/C2/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