



## THE PREMIER OFFERS DIRECT BRAND

New to the market, Premier Offers Direct is a 64 page A5 catalogue packed with household products, gifts, health and leisure items for the more affluent over 50s market.

Customers tend to be mail order buyers who have made purchases from two or more brands in the past 12 months, making them ideal prospects for third party advertisers looking for a responsive mail order audience.

This programme is ideal for those targeting the more affluent market, especially charities, travel companies and health companies.

## PREMIER OFFERS DIRECT

A catalogue featuring a wide range of products aimed at the more affluent market  
([www.premieroffersdirect.co.uk](http://www.premieroffersdirect.co.uk)).



### PROFILE

Gender: 55% female  
Age: 80% are 50+  
Demographic: AB/C1

### 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:** £115/000

**Selections:** £10/000

**Delivery fee:** £40