



## THE PREMIER OFFERS DIRECT BRAND

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

Premier Offers Direct customers are known multi brand mail order buyers who have made purchases from two or more mail order brands within the past 12 months, making them ideal prospects for third party advertisers looking for a responsive mail order audience.

## PREMIER OFFERS DIRECT

Premier Offers Direct is a catalogue including 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% 50+  
Demographic: B/C1



### THE FIGURES

**Catalogue mailing:** 200,000

**Frequency:** Monthly

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

**Price:** £45 / 000

### 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.