



THE READICUT BRAND

Founded in 1928, Readicut has a long and enviable history, starting out with the innovative idea of supplying pre-cut wool.

It quickly moved into mail order and has become a trusted brand that provides buyers with everything needed to enjoy their favourite crafts.

Inserts are now accepted into Redicut's catalogue mailings, an ideal programme for advertisers aiming to target the older market, especially charities, health companies, clothing and non-competitive general mail order companies.

READICUT

Readicut supplies cut wool, paper craft, knitting, books and jigsaws, and is a name trusted by crafters (www.readicut.co.uk).

PROFILE

Gender: 80% Female
Age: 75% 60+
Demographic: B/C1/C2

Further information

Please contact one of the sales team on 0845 643 8470 or email info@griffinmediasolutions.com.

In addition, we offer print and production services: www.griffinmediasolutions.com or tel 0845 643 8470.



THE FIGURES

Catalogue mailing: 70,000

Frequency: monthly

Insert weight: 10g (max)

Price: £45 / 000