



THE SILKIES BRAND

Launched in the UK in 1995, Silkies sells stockings and hosiery products via a continuity programme that offers customers the benefits of high quality branded products at competitive prices.

Members enjoy special members-only discounts.

In addition to fashion and accessories, interests include health and beauty, homeware, crafts, gardening, health foods, travel, reading and competitions.

SILKIES

Silkies offers a wide range of hosiery, stockings, tights and socks to suit all fashions (www.silkies.co.uk).



PROFILE

Gender: 100% female
Age: 40+
Demographic: C1/C2D

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: 10,000

Product dispatch: 10,000

Statements: 9,000

Frequency: Monthly

Insert weight: 10g (max)

Price: £45 / 000