



THE SUMMER ESSENTIALS BRAND

The brand creates positive anticipation of summer months, focusing on products such as seasonal clothing and items for the house and garden. Aspirational buyers look forward to preparing the home, garden and themselves for sunny days and long warm evenings.

Customers are recruited via mailings and media inserts.

This programme works well for mobility companies, charities, the travel sector, non-competing mail order brands and financial companies.

SUMMER ESSENTIALS

Summer Essentials is a catalogue of home, garden and personal products to enjoy during spring and summer.

PROFILE

Gender: 85% female
Age: 55+
Demographic: C1/2D

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.***

Further information

THE FIGURES

Catalogue mailing: 150,000

Frequency: monthly (June – September)

Insert weight: 10g (max)

Price: £45 / 000