



SUNRISEDIRECT BRAND

Established for over 40 years, SunriseDirect is well known for providing coach holidays and tours to the mature traveller and has added river and ocean cruises and holidays by air to its portfolio.

Holidays are sold directly to customers, avoiding the fees of travel agents. Customers are recruited via brochures and online advertising.

This programme is ideal for finance and insurance companies, those in the mail order sector, mobility companies and gardening companies.

SUNRISEDIRECT

Brochure offering coach holidays and escorted tours to the mature traveller (www.sunrisedirect.com).

PROFILE

Gender: 50% female / 50% male

Age: 60–70 years

Demographic: BC1/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:

13,000

Frequency: biannual

Insert weight: 10g (max)

Price: £45 / 000