



DETAILS

More people are buying fake tanning products that are designed to give a beautiful, natural looking tan while avoiding damage from the sun.

This is a list of consumers who buy innovative products such as Ultra Tan tablets & Bronze Plus capsules.

All recruitment is through direct mail campaigns, catalogue inserts and product despatch inserts.

The list is well-suited to health & beauty campaigns, travel companies, fashion and homeware advertisers.

TANNING PRODUCT BUYERS

Awareness of sun damage means that innovative tanning products are increasingly popular with consumers year-round, and women in particular.

PROFILE

Gender: 84% female

Age: 45+

Demographic: C1/C2/D

Further information

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

THE FIGURES

0-12 month GDPR compliant counts available on request

Rate: £125/000

Selections: £10/000

Delivery fee: £35