



THE BOOK PEOPLE BRAND

The Book People has been selling discounted books via mail order for nearly 30 years.

Although there is no obligation to purchase on a regular basis, the database is loyal with a high percentage of repeat buyers. Customers are recruited via traditional mail order and through online advertising.

The programme is ideal for travel companies, non-competing mail order businesses, those in finance and insurance, and mobility (as customers aged 50+ can be selected).

THE BOOK PEOPLE

Well established monthly catalogue offering mail order books (www.thebookpeople.co.uk).

PROFILE

Gender: 80% female

Age: 35 – 65 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.***

**Book
People**
.co.uk

THE FIGURES

Catalogue mailing:

1,000,000

Frequency: monthly

Insert weight: 10g (max)

Price: £45 / 000