



## THE DETAILS

An adequate intake of vitamins and minerals is essential for good health but due to hectic lifestyles and an ageing population many people don't get enough through diet.

This is a list of health conscious individuals who have bought products to improve their general wellbeing.

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

Other interests include home and garden, travel, finance, fashion and charities.

# VITAMINS & MINERALS

Health conscious men and women who purchase essential vitamins and minerals

## PROFILE

Gender: 57% female  
Age: 50+  
Demographic: BC1/C2/D

## Further information

Please contact one of the sales team on 0845 643 8470 or email [info@griffinmediasolutions.com](mailto:info@griffinmediasolutions.com)

## THE FIGURES

**0-12 month GDPR compliant counts available on request**

**Rate:** £115/000

**Selections:** £10/000

**Delivery fee:** £30