



THE WAYFAIR BRAND

Starting life in 2002 by two young entrepreneurs in a spare bedroom, Wayfair's growth has been phenomenal. Its five distinct brands generated \$6.2 billion in net revenue for the 12 months ending September 30, 2018. Now a smart new UK catalogue can take four external inserts.

Customers are recruited online via its popular website and through an email marketing offer. In addition, a popular TV advertisement currently features Lorraine Kelly.

This programme is a new and unique opportunity for general mail order businesses, travel, leisure, finance and insurance sectors and grey market advertisers.

WAYFAIR

The largest e-commerce destination for home furnishings and décor, Wayfair has a new UK catalogue (www.wayfair.co.uk).

PROFILE

Gender: 80% female / 20% male
Age: 35+
Demographic: ABC1

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: 150,000

Frequency: monthly

Insert weight: 7-10g

Price: £30 / 000