



## THE VIVA VITALITY BRAND

Viva Vitality has 870,000 customers (mainly retirees) who spend an average of £40 per order.

The company knows its customers well, for example, regular buyers open 92% of direct mail addressed to them and are 88% more likely to buy by post than the UK average.

Research indicates that Viva Vitality customers enjoy holidays, donate to charities and are incentivised by financial offers that make the most of their savings.

Mobility aids for the home and getting about, plus funeral planning, also do well.

# VIVA VITALITY

Viva Vitality brings the best solutions to everyday challenges together with high-quality healthcare products to help make life easier and more comfortable ([www.vivavitality.co.uk](http://www.vivavitality.co.uk)).

## PROFILE

Gender: 65% female / 35% male  
Age: 65+  
Demographic: BC1/C2

## Further information

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

**In addition, we offer print and production services:**  
[www.griffinmediasolutions.com](http://www.griffinmediasolutions.com) or tel 0845 643 8470.



## THE FIGURES

**Catalogue mailing:** 175,000 minimum

**Frequency:** monthly

**Insert weight:** 10g (max)

**Price:** £45 / 000