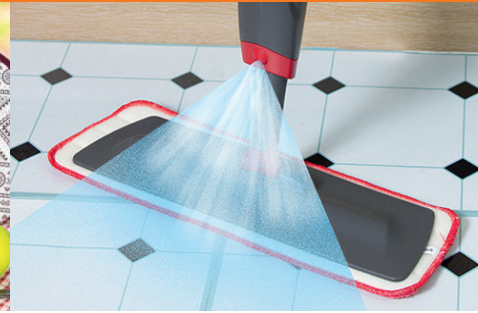




griffin
MEDIA SOLUTIONS



Housewares Direct www.housewaresdirect.uk.com is a one-stop shop for all household needs.

Housewares Direct is a popular mail order catalogue published since 2015. Today it offers a vast range of homeware solutions from stylish storage ideas to pretty soap holders and cleaning products.

Customers are passionate about their homes and many are repeat purchasers and multi-buyers.

The **Housewares Direct** programme works well for sectors such as healthcare and beauty, mobility, travel and insurance as well as general grey market mail order companies.

PROFILE

Gender: 75% female/25% male

Age: 55+

Demographic: ABC1/C2

THE FIGURES

Catalogue mailing: 100,000

Frequency: monthly

Insert weight: 10g (max)

Price: £45/000

FURTHER INFORMATION

Please contact one of the sales team on **01892 557733** or email info@griffinmediasolutions.com.

