



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.

FURTHER INFORMATION

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



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