



Winter Essentials [www.healthylivingdirect.com](http://www.healthylivingdirect.com) is a catalogue of home, garden and personal products to enjoy during autumn and winter.

The brand creates positive anticipation of winter months, focusing on products such as seasonal clothing and items for the house and garden. Aspirational buyers look forward to preparing the home, garden and themselves for the cooler weather and cosy nights in.

Customers are recruited via mailings and media inserts.

This programme works well for mobility companies, charities, the travel sector, non-competing mail order brands and financial companies.

#### FURTHER INFORMATION

Please contact one of the sales team on **01892 557733** or email [info@griffinmediasolutions.com](mailto:info@griffinmediasolutions.com).



#### PROFILE

**Gender:** 85% female/15% male

**Age:** 55+

**Demographic:** C1/2D

#### THE FIGURES

**Catalogue mailing:** 100,000

**Frequency:** monthly (September–November)

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

**Price:** £45/000