

AVERYS PRODUCT DESPATCH

The Averys Product despatch inserts allow you to reach buyers of fine wines and champagnes. At Averys you can choose from more than 1,000 wines, from everyday gems, £10 classics, right through to some of the finest wines in the world. Averys buyers tend to be 50+, and are likely to be males, with a household income of £40,000. Their customers are usually homeowners, married and have young children still living at home. They are also much for likely to be directors, professionals or retired. They tend to be highly affluent and come from the South East or South West. They are likely to have a car, which tends to be either upper medium or executive/luxury models.

2014 Volumes

Jan	Feb	Mar	Apr	May	Jun	Aug	Sep	Oct	Nov	Dec
5,250	6,448	6,871	5,720	6,583	6,383	6,000	6,000	6,000	10,000	12,000

****ONLY TWO INSERTS PER MONTH****

Profile, Interests and Lifestyle

- 72% males.
- 53% aged 55-74.
- AOV £100.
- 55% have incomes of £30k-£75k
- 44% donate to medical charities.
- 54% aged 45-65.
- Broadsheet readers.
- 85% homeowners.
- 42% donate to religious charities.
- 44% internet shoppers.

Insert Specification

Maximum size A5
 Maximum weight 10g
 Price £45 /000
 Heavier inserts can be taken, enquire for more information.

Terms & Conditions

Sample mail piece required
 Rates for one time usage only
 Minimum order 10,000 inserts
 All costs exclude VAT

AVERYS
 WINE MERCHANTS
 EST. 1793