

CHUMS CATALOGUE MAILING

Chums are a well established mail order company specialising in comfortable, good value clothing for both men and women. Alongside Chums traditional clothing range they also sell a wide variety of soft furnishings and their "EasyLife" range aimed at consumers with minor disabilities. The Chums customers tend to be recruited via off the page advertising in national press, inserts and direct mail.

2014 Volumes

Feb	Mar	Apr	Jun	Jun	Jun	Jul	Jul	Aug
800,000	420,000	800,000	350,000	450,000	350,000	430,000	400,000	70,000

Profile, Interests and Lifestyle

- Predominantly aged 60+.
- AOV £40.
- 50/50 male/female split.
- Mail order buyers.
- 65% multi-buyers.
- C1C2D.
- Bargain hunters.
- Direct mail responsive.

Insert Specification

Maximum size A5
 Maximum weight 10g
 Price £50 /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

