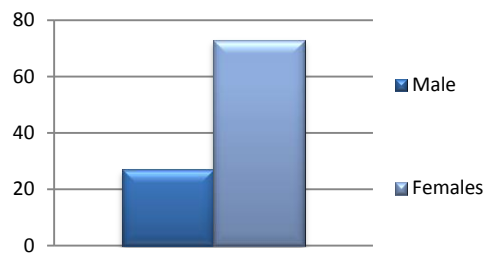
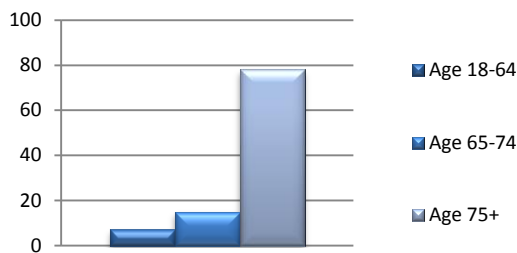


## FOOT FRIENDLY

**0-12 month postal: 25,046**

Foot Friendly is a leading mail order catalogue selling a range of shoes, boots and hosiery. A wide range of products to help soothe, relieve and pamper feet and legs are also available. These products are designed for an older, less agile audience and include easy to put on items and accessories for easy living. The product range includes wide fitting shoes, slippers, corn removal creams, comfort insoles, knee warmers and shoes deodorisers. Customers have mainly been recruited via inserts, off the page advertising as well as catalogue mailings.



### Profile, Interests and Lifestyle

- 100% mail order buyers.
- 88% homeowners.
- 70% enjoy gardening.
- 60% enjoy travelling and holidays.
- 60% have a magazine subscription.
- 73% have grown up families.

### Rental Rates

0-30 day postal	£120	/000
Postal data	£105	/000
Charity rate discount	£10	/000
Gender	£5	/000
Geography	£5	/000
Recency	£10	/000
Payment method	£10	/000
Multi-buyers	£15	/000
Age	£15	/000
Production fixed	£50	

### Terms & Conditions

Sample mail piece required  
 Rates for one time usage only  
 Minimum order 5,000 records  
 All costs exclude VAT

