

THE HAPPY PUZZLE COMPANY

0-12 month postal: 47,432

The Happy Puzzle Company supply a range of over 400 award-winning puzzles, games, challenges and puzzle books to the grandparents and parents. There is a puzzle for everyone and The Happy Puzzle Company ethos is based on promoting family play and developing thinking skills. The Happy Puzzle Company continues to attract grandparents as their core buyers. The Happy Puzzle Company offer quality products at reasonable prices, 47% of the buyers spend £16-£30.

Profile, Interests and Lifestyle

- 73% female
- 53% empty nesters, pensioners or elderly
- 25% have incomes of £20k-£40k
- 75% order by phone
- 51% interested in charity or voluntary work
- 40% enjoy gardening
- 63% aged 55+
- 32% retired
- 67% have no children at home
- 64% order online
- 37% enjoy reading
- 48% interested in healthy eating

Rental Rates

Postal data	£120	/000
Charity rate discount	£10	/000
Selections	£10	/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

