

List / Insert News

Latest News

**Cotton Traders Mail Order Buyers
INSERTS**

Up to 170,000 inserts available into product despatch each month. The programme allows inserts up to A4 and 60 grams.

Cotton Traders sell quality leisurewear and casual clothing for both men and women, plus a wide range of footwear via mail order. Customers have been sourced by inserts, off-the-page advertising and through the Cotton Traders website. Lifestyle profiling shows that they are mostly empty nesters and elderly couples with strong interests in charity/voluntary work, environment/wildlife, outdoor activities, health and home computing.

The list and insert programme have worked repeatedly well for offers including wine & gourmet food, collectables, financial services, telecommunications, health & beauty, home & office products, holiday offers and charities.

DATACARD LINK 63% female, aged 45+, average household income £40,000+

**Cotton Traders Mail Order Buyers
POSTAL LIST**

1,385,000 buyers. In addition to allowing third party inserts into their product despatches, Cotton Traders also have their list available for rental.

235,000 buyers have been sourced within the last 12 months.

DATACARD LINK 63% female, aged 45+, average household income £40,000+

Cotton Traders update

This week, we've had an update on the Cotton Traders Mail Order Buyers list which now has 235,000 0-12 month buyers available (75,000 from the last 3 months!). Cotton Traders sell a range of casual/leisure clothing, footwear and accessories, with a significant proportion of repeat buyers, making them highly mail order responsive – mostly female, aged 45+ . We also manage their third party insert programme which has up to 170,000 spaces a month in their product despatch. All in all, a highly effective programme for both direct mail and insert planning. Contact us on info@medialabgroup.co.uk for further information or check out the left side.

Jon Hendrix?

Last week Will and Jon had the pleasure of taking Chris from Agora Publications to the jewel in Earls Court's crown, the Troubadour, for lunch. Jon was particularly excited to hear that his pseudo namesake, Jimi Hendrix, was a regular performer at the venue (when we say namesake, it's purely because Jon's name was mistakenly printed out as Jon Hendrix on a building pass once – yes, we know...tenuous)

This week, far from the clang of electric guitar chords, Ben Helen and Felicity jettied off to Stockport to meet with one of our list and insert owners, Cotton Traders. We then ventured out for a very nice lunch at The Axe at Clevely – nice for everyone except Felicity who, upon slicing up a plump bit of chicken realised the chef had forgotten to actually cook it. This was not a poultry matter but being a placid soul, she has no Axe to grind.

After Joanna's disappointment at losing to the USA a couple of weeks ago, her native Canadians finally came good by winning the ice-hockey gold medal by, er, beating the USA (how does that work?) so she was happy on Monday. Still not as impressive as sliding down a mountain on a tea tray, mind, but impressive nonetheless.

Bull 198

Mac's fact of the week

Jimi Hendrix's jacket entered the Guinness Book of World Records in 2000 for being the most valuable jacket sold at Auction for \$49,185.

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