

# Cotton Traders Mail Order Buyers Insert Programme Mail Order



**Total File Size: 1,600,000**

**Cost Per '000: £45**

## PRODUCT DESPATCH

*Reduced Rate Available For  
Media & Print Package*

## PROFILE

- 63% female, 37% male
- Predominantly aged 45+
- Average household income £40,000+
- Interests include charity/voluntary work, DIY, keeping fit, gardening, home computing, reading books, wines and vitamins and minerals.
- Full profile available on request

## SOURCE

- Press Inserts
- Online
- Off-the-page advertising

## BACKGROUND

Cotton Traders sell quality leisurewear and casual clothes for both men and women, plus footwear, accessories and more, via mail order. They were founded in 1987 by former England rugby captains Fran Cotton and Steve Smith who initially sold quality rugby shirts, expanding their clothing range over the years.

Cotton Traders despatch up to 170,000 parcels each month with customers sourced via inserts, off-the-page advertising and through the Cotton Traders website. The customer base has a female bias and is predominantly aged 45-70 years old with a household income of £40,000+. Lifestyle profiling shows they are mostly Empty Nesters and Elderly Couples with strong interests in Charity/Voluntary Work, Environment/Wildlife, outdoor Activities, Health and Home Computing.

Historically, the programme has performed repeatedly well for offers including wine & gourmet foods, collectables, financial services, telecommunications, health & beauty, home & office products, holiday offers and charities.

## INSERT SCHEDULE AND AVAILABILITY

August	133,000
September	100,000
October	150,000
November	130,000
December	86,000
January	180,000

## USEFUL INFORMATION & RATES

Inserts	£45
Commission to DMA Members up to 10%	

\*Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.

**Data correct as of June 2010**

For the latest counts, check out our website at: [www.medialabgroup.com](http://www.medialabgroup.com)

Or telephone **+44 (0)20 7534 1760**

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## EXAMPLES



## RESTRICTIONS

Sample insert submitted for approval

Minimum order 100,000

Maximum size: A4

Maximum weight: 60 grams

First time order must be prepaid

Brokerage commission rates are offered on a reciprocal basis where applicable

Full terms and conditions available on request

Insert agreement must be signed by mailer

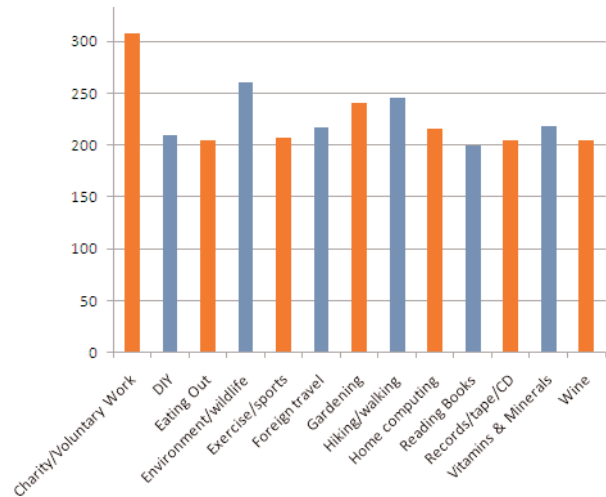
Check out the website at: [www.cottontraders.co.uk](http://www.cottontraders.co.uk)

## ILLUSTRATED PROFILE

Gender



Hobbies & Interests



Income

