

# BOOKS etc. Mail Order Buyers

## Insert Programme

### Mail Order

**BOOKS** etc.

**Monthly Volume:** up to 30,000

**Cost Per '000:** £45

### PRODUCT DESPATCH

*Reduced Rate Available For  
Media & Print Package*

### BACKGROUND

Buyers from BOOKS etc. actively purchase titles from across a wide range of interest areas. Having closed the High Street retail arm of the business, BOOKS etc. (which was formerly a part of Borders UK) have driven their business through online and DM channels. They currently distribute 5000+ products per month to their audience of web savvy, educated readers who have spent an average of £7.50 on titles ranging from Fiction, Reference, Social science and educational books for adults. In addition, many of these buyers are purchasing on behalf of friends or family with books on home and recreation or family orientated titles.

### PROFILE

- 57% female, 43% male
- Aged 45+
- Order value £5 to £100

All of the recipients on the Books etc. Product Despatch programme have purchased via the website or other DM channels, and as such are predisposed to responding to promotions through the post.

### INSERT SCHEDULE AND AVAILABILITY

September	3,000
October	15,000
November	30,000
December	15,000

### SOURCE

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

### 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.

**List Opportunity also available**

**Data correct as of July 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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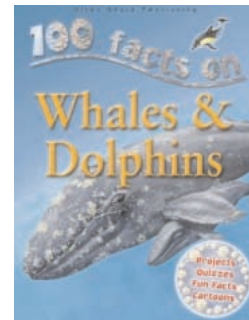
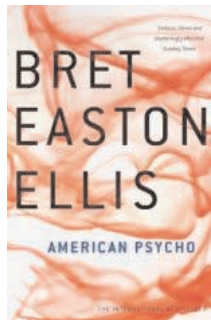
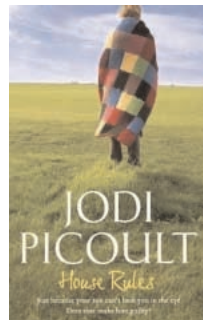
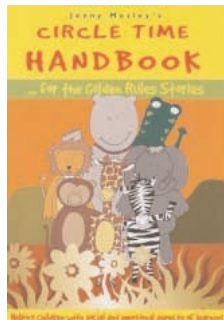
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**BOOKS** etc.

## EXAMPLES



## RESTRICTIONS

Sample insert submitted for approval  
Minimum order: Total monthly volume  
Maximum size: A5  
Maximum weight: 10 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.booksetc.co.uk](http://www.booksetc.co.uk)

## ILLUSTRATED PROFILE

Gender



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