

Goldshield Mail Order Buyers

Insert Programme

Mail Order



Monthly Volume: **Up to 250,000**

Cost Per '000: **£45**

BACKGROUND

CATALOGUE MAILINGS

Reduced Rate Available For Media & Print Package

Goldshield is a well-known supplier of pharmaceuticals, supplements and a wide range of other healthcare products. The products portfolio covers five major healthcare categories: joints & mobility, general well-being, heart & circulation, weight management and skin care. They also sell health books, accessories and gifts aimed at both men and women.

Goldshield's customers are extremely loyal, with over 50% being multibuyers who regularly buy from over 200 products available. The customer base has a female bias and is predominantly aged 45+ years old with a household income of £5,000-£15,000.

PROFILE

- 62% female, 38% male
- Average age 45 +
- Average household income £5,000-£15,000
- Average order value £32
- Full profile available on request

Buyers on this file are concerned about their well-being, are interested in their appearance and have proven consistent buyers of products to help them maintain this. This insert programme is strongly recommended for charity raffles, fashion, cosmetics and fitness mailers, homeware, particularly offers aimed at females and charity offers.

INSERT SCHEDULE AND AVAILABILITY

- **CATALOGUE MAILINGS** - up to 250,000 inserts available per month

September:	250,000
October:	160,000
November:	100,000
December:	None
January:	160,000
February:	100,000

SOURCE

- Direct mail
- Inserts
- Off-the-page advertising
- www.goldshield.co.uk

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 July 2010

For the latest counts, check out our website at: www.medialabgroup.com

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

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EXAMPLES

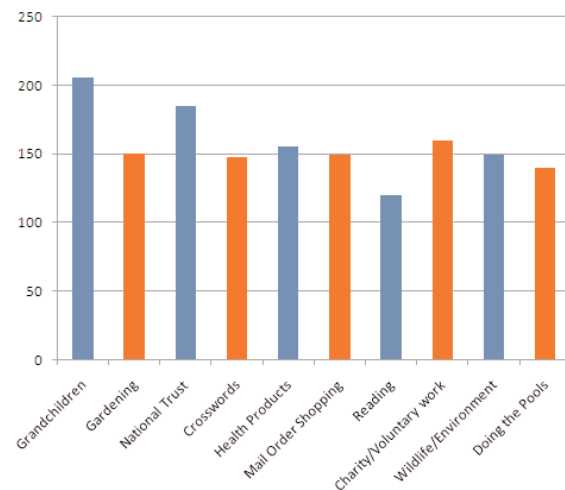


ILLUSTRATED PROFILE

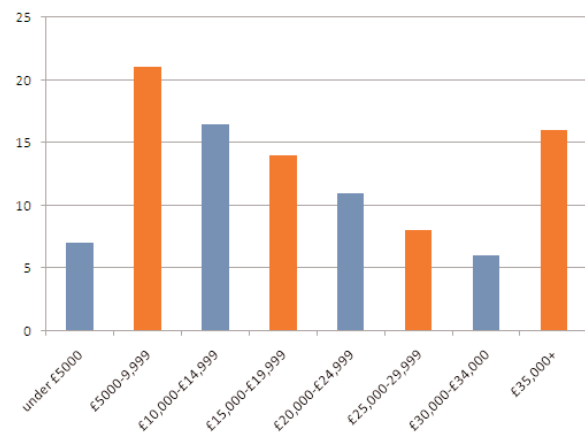
Gender



Hobbies & Interests



Income



RESTRICTIONS

- Sample insert submitted for approval
- Minimum order 20,000 for product despatch & 100,000 for Catalogues
- Maximum size: 210 x 148mm (A5)
- Maximum weight: 10grams
- First time insert booking 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.goldshield.co.uk

