



INSERT

ASOS contemporary online fashion buyers

Gender: 80% female
Age: 18-35
Income: £25K+

Up to 650,000 inserts available every month

Established in June 2000, ASOS.com is the UK's largest independent online fashion and beauty retailer. With over 19,400 branded and own label products available and 1000 new lines added each week, ASOS.com is rapidly becoming the market leader in the UK online fashion world and the winner of several awards, including Best Online Retailer - Cosmopolitan Online Fashion Awards (2009).

Offering an extensive range of top women's and men's fashion, designer labels, lifestyle accessories and cult beauty brands at very competitive prices, ASOS.com is a must website for fashion conscious young men and women. Loyal customers have high levels of disposable income and love the fact that ASOS.com reacts quickly to the latest fashions and trends and meets all their needs!

"ASOS.com is a bottomless pit of fashionable pieces that make you click, click, click and buy." (In Style)

Recruitment

Customers are recruited from direct mail, press ads, internet, PR and inserts.

Customer interests

Fashion, holidays/travel, internet/mobile technology, credit cards and financial services, a broad range of shopping habits.

Insert rates

From: £45 /000 (for inserts weighing 10g or less) | Prices exclude VAT

Volumes available

Magazine mailings: Up to 450,000 per month | **Product despatches:** Up to 200,000 per month
Maximum insert size: 280mm x 210mm | **Maximum insert weight:** 30g

Benefits

Mail order responsive | High volumes

Other information

Minimum order 100,000
NB: Sample required for approval
Agency commission - 10%
www.asos.com



For more information, please contact one of the sales team on

01225 480480

or email

sales@responseone.co.uk

In addition, we can also offer print and production services

www.responseone.co.uk

