



INSERT

Daxon mail order buyers

Gender: 95% Female
Age: 55+
Income: £5-15k C1C2DE

Up to 85,000 product despatches per month
Up to 100,000 statement mailings per month

Daxon is part of the Redcats Group, one of the leading home shopping companies in the world. Daxon is a mail order female fashion catalogue aimed at the older market. With a history stretching back to 1947, Daxon offers real comfort as well as style and a range of healthcare products and handy household items. Catalogues are sent to customers twice per year Spring/Summer and Autumn/Winter.

Recruitment

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

Customer interests

Books, coach holidays, bingo, charities, pools, lottery and sewing/needlework.

Insert rates

£45 /000 (based on 7gs insert) | Prices exclude VAT
Heavy inserts are available - price on application

Volumes available

Statement mailings: Up to 100,000 per month

Maximum insert size - A5 (A4 folded)

Product despatches: Up to 85,000 per month

Maximum insert size - A5 (although pending availability larger and heavier inserts can be carried)

Benefits

Mail order responsive | Loyal buyers

Tried and tested niche market

Mail order multi-buyers

Other information

Minimum order 50,000 or £500

NB: Sample required for approval

Agency commission - 10%

www.daxon.co.uk



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

