



INSERT

## Great Little Trading Co. mail order buyers

**Gender:** Female bias  
**Age:** 25 - 44  
**Income:** £35k+

### Up to 275,000 catalogue mailings per month

Great Little Trading Company was launched in September 1995, they offer high quality goods for children with a wide selection of products ranging from children's furniture, clothing, educational toys, safety products and holiday essentials.

Catalogues are sent to customers 10 times per year over the Spring/Summer and Autumn/Winter periods.

#### Recruitment

Customers are recruited from lifestyle magazines, PR, the internet and recommendations from friends.

#### Customer interests

Holidays in Europe, mail order shopping, gardening, interior design, their children.

#### Insert rates

**Catalogue mailings:** £45 /000 | Based on 7gs inserts  
Prices exclude VAT | Heavy inserts are available - price on application

#### Volumes available

**Catalogue mailings:** Up to 275,500 per month | Maximum insert size - 244x188mm  
Maximum insert size - 297x210mm | No set size or weight restrictions

#### Benefits

Credit worthy | Loyal customers | Mail order responsive | Niche opportunity

#### Other information

Minimum order 50,000 or £500 | NB: Sample required for approval  
Agency commission - 10%  
[www.gltc.co.uk](http://www.gltc.co.uk)

Great  
Little  
Trading Co.



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

**01225 480480**

or email

**[sales@responseone.co.uk](mailto:sales@responseone.co.uk)**

In addition, we can also offer  
print and production services

**[www.responseone.co.uk](http://www.responseone.co.uk)**

