



INSERT

La Redoute mail order buyers

Gender: 95% Female
Age: 25 - 54
Income: £25k+ ABC1

Up to 125,000 product despatches per month
Up to 200,000 statement mailings per month

Part of the Redcats Group, La Redoute is the number one mail order brand in France, and is an upmarket mail order female fashion catalogue offering a unique blend of quality, service, style and the very latest French creations.

Catalogues are sent to customers twice per year Spring/Summer and Autumn/Winter.

Recruitment

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

Customer interests

Antiques, fine art, books, cooking, gardening, theatre, wine, charities, internet, foreign holidays.

Insert rates

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

Volumes available

Statement mailings: Up to 200,000 per month
Maximum insert size - A5 (A4 folded)

Product despatches: Up to 125,000 per month
Maximum insert size - A5 (although pending availability
larger and heavier inserts can be carried)

Benefits

Mail order responsive
High volumes
Credit worthy

Other information

Minimum order 50,000 or £500
NB: Sample required for approval
Agency commission - 10%
www.redoute.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

