



INSERT

Vertbaudet mail order buyers

Gender: 98% Female
Age: 25 - 44
Income: £20k+ ABC1

Up to 55,000 product despatches per month
Up to 50,000 statement mailings per month

Vertbaudet has been a favourite with parents in France for over 40 years and was launched in the UK in 1997 by the Redcats Group. It is now the largest mail order childrenswear catalogue in the UK, selling children's clothing, maternity wear pushchairs, car seats, toys, bedroom essentials and nursery equipment.

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

Books, cooking, wine, charities, internet, foreign holidays, financial products.



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



Insert rates

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

Volumes available

Statement mailings: Up to 50,000 per month
Maximum insert size - A5 (A4 folded)
Product despatches: Up to 55,000 per month
Maximum insert size - A5 (although pending availability larger and heavier inserts can be carried)

Benefits

Mail order responsive | Credit worthy
No competing inserts

Other information

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

