



INSERT

## Williams & Brown menswear buyers

**Gender:** Male  
**Age:** 49 - 59  
**Income:** £25K+ BC1C2

### Up to 40,000 catalogue mailings monthly

Part of the JD Williams Group, Williams & Brown are committed to delivering quality products and service to their loyal customer base. They aim to make shopping for men's clothing simple. Customers shop online for stylish menswear in sizes up to 5XL for all occasions including jeans, t-shirts, suits, shirts and footwear. These customers can be reached by catalogue mailings that are sent out monthly.

#### Recruitment

Customers are recruited via direct mail campaigns, catalogues and email.

#### Customer interests

Holidays, charities, reading, sports, DIY, gardening, competitions and financial services.

#### Insert rates

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

#### Volumes available

**Catalogue mailings:** Up to 40,000 per month  
**Maximum insert size:** 253x203mm  
**Maximum insert weight:** 100g  
(Larger inserts can be accepted in certain mailings)

#### Benefits

Short lead times, able to take heavy inserts, loyal customers

#### Other information

Minimum order 40K or £500  
NB: Sample required for approval  
Agency commission - 10%  
[www.williamsandbrown.co.uk](http://www.williamsandbrown.co.uk)



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)**

