



CATALOGUE INSERTS 2022



PROFILE INFORMATION

64% Males

BC1C2

Average Order Value :
£40

Aged 50+

Buyers Only

Jolliman has been setting the standard in off-the-peg comfort for over 50 years. Their large selection of quality products include shirts and trousers, jackets, sweaters, pyjamas, bath robes and many accessories. Also, now incorporating their new home essentials range!!

Customers are recruited via their website (www.jolliman.co.uk), advertising in the national press, and direct mail targeting the grey market. Customers tend to be aged 50 plus, homeowners, 64% male and 59% are retired.

INSERT SPECIFICATION

Max Size : A5

Max Weight : 10g
(POA for heavier inserts)

Min Order : 25,000

Two Samples required
for pre approval

Distribution Stage	Quantity	Delivery Cut-Off
July	85,000	24th June
August	85,000	25th July
September	85,000	25th August
October	85,000	23rd September

INSERT COSTS

Booking Fee : £45/000

For further information on list and insert opportunities please contact us on 01634 225 080.

