



PROFILE INFORMATION

98% Females

BC1C2

Average Order Value :
£35

Aged 50+

Buyers Only

The Afibel catalogue was launched in 2003 selling fashion for the elegant women. Afibel is the catalogue for pret-a-porter style and they are committed to offering their customers elegance, comfort and quality at great value prices.

Afibel have recently introduced a wide range of menswear, items for the home and well-being to their elegant product range. The buyers have been recruited predominately through cold mail which ensures that the customer is mail order responsive.

INSERT SPECIFICATION

Max Size : A5

Max Weight : 10g

Min Order : 5,000

Two Samples required
for pre approval

Distribution Stage	Quantity	Delivery Cut-Off
September	20,000	1st August
October	22,500	1st September
November	18,000	1st October
December	14,000	1st November

INSERT COSTS

Booking Fee : £40/000
(Heavier Inserts - POA)

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

