



Mulberry Bush

Traditional & Innovative Toys, Gifts & Games



PRODUCT DESPATCH 2023



PROFILE INFORMATION

95% Females

ABC1

Average Order Value :
£50

Aged 35-45

Buyers Only

Mulberry Bush Ltd is an established mail order company specialising in traditional innovative toys and gifts for babies and young children up to the age of 12. The guiding principle is to select the type of toy and gift that parents remember with fondness from their own childhood and that Grandparents will want to buy for their grandchildren.

Customers are mainly married females aged between 25-40 with families who have above average incomes with strong interest in tradition and education.

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	5,000	23rd August
October	10,000	23rd September
November	14,000	24th October
December	9,500	23rd 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.**



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