



PROFILE INFORMATION

57% Females

ABC1

Average Order Value :
£35

Aged 50+

Buyers Only

Pharmacy2U is the UK's first and largest online pharmacy. They offer customers the convenient experience of having their prescriptions delivered to their door, and dispense over 500,000 prescriptions per month.

56% of customers are aged 55+, with 65% of annual income under 28k, 25% earning 30-49k and 10% earning 50k. 41% of customers have children living at home with 30% of the base being married.

Interests include dining & cooking, technology, media, arts & entertainment, news and politics, sports/fitness, family, fashion/apparel and travel.

INSERT SPECIFICATION

Max Size : A5

Max Weight : 10g
(POA for heavier inserts)

Min Order : 50,000

Distribution Stage	Quantity	Delivery Cut-Off
October	200,000	20th September
November	200,000	23rd October
December	200,000	20th November
January	200,000	18th December

INSERT COSTS

Booking Fee : £45/000

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



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