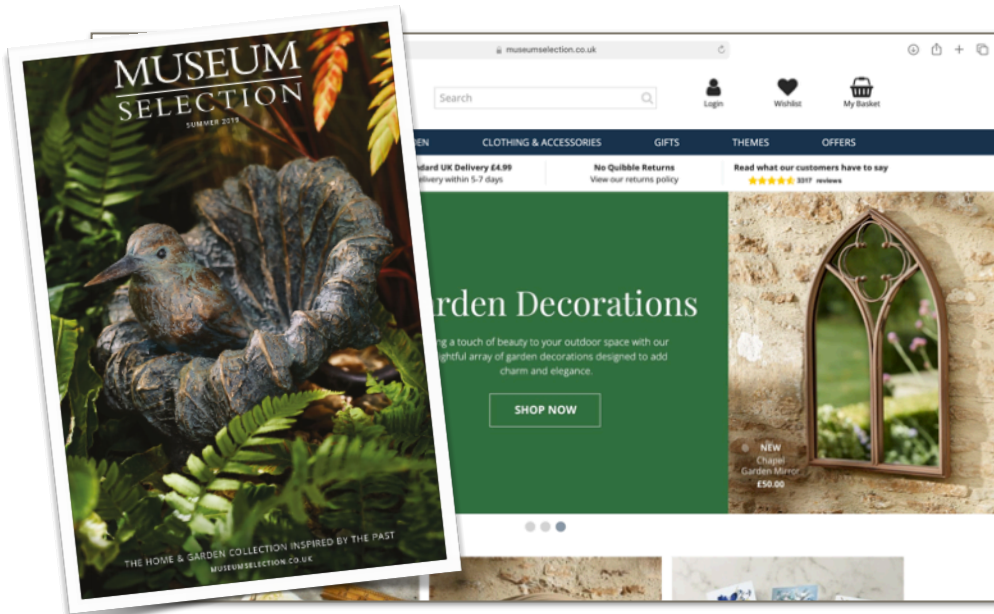




## CATALOGUE INSERTS 2024



### PROFILE INFORMATION

85% Females

ABC1

Average Order Value :  
£55

Aged 60+

Buyers Only

The Museum Selection mail order catalogue offers buyers the opportunity to purchase unique items, many of which are produced by or with the respective museum or gallery. This includes the finest replicas, cards, gifts and books from the leading museums and galleries. Products are aimed at individuals with a keen interest in fine art and history. Consumers are therefore also assisting these institutions directly. Buyers are predominantly females homeowners aged over 60. They are significantly more affluent than the national average with household incomes of £40,000.

### INSERT SPECIFICATION

**Max Size :** A5

**Max Weight :** 8g  
(POA for heavier inserts)

**Min Order :** 50,000

Two Samples required  
for pre approval

Distribution Stage	Quantity	Delivery Cut-Off
26th Jul - 2nd Aug	201,000	18th July
23rd Aug - 6th Sept	232,000	13th August
27th Sept - 4th Oct	265,000	19th September
27th Sept - 4th Oct	250,000	19th September

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

### INSERT COSTS

**Booking Fee :** £45/000

