

Insert Programme

A well targeted inserts programme can generate some of the highest response levels with very little wastage!



Consumer Leads Direct Ltd is the UK's 9th largest distributor of mail offering highly cost effective insert solutions aimed at precisely targeted UK consumer groups.

The Consumer Information Centre (CIC) and INFO are A5 full colour booklets featuring free catalogues and brochures that can be requested by the UK consumer recipients. These booklets are polywrapped and personalised offering the perfect opportunity to include your insert.



*Subject to change

Target Market:

- Recent Mail Order Responders and Buyers
- Typically aged 45+
- 65% female
- Married, with children / grandchildren
- Homeowners from middle income families
- Region: UK National

Lifestyle Characteristics:

- Regular mail order buyers
- Store and Credit card Holders
- Frequent Travellers
- Keen Gardeners / DIY
- Charity Donators
- Health and Fitness Conscious
- Wildlife and Environment
- Further Education
- Active Online
- Reading
- Catalogue Shopping

Typical CLD Inserts Users:

Companies who have enjoyed success with our media include shopping by mail, Fashion, Home and Garden, Finance, Membership, Education, Travel, Mobility, Charity, Health Insurance, Questionnaires and many more.

Loose insert size:

A5 machine insertable (210 x 148)

Insert rate card:

dependent on weight of insert

CLD also offers full mailing services from print to fulfilment to postage.

inserts calendar 2010

cic calendar			info calendar		
Distribution	Quantity*	Delivery	Distribution	Quantity*	Delivery
29th Dec 09	304k	21st Dec 09	29th Jan 10	40k	21st Jan 10
1st Apr 10	237k	24th Mar 10	30th Apr 10	168k	22nd Apr 10
21st May 10	197k	13th May 10	20th Aug 10	293k	12th Aug 10
30th Jul 10	309k	22nd Jul 10	15th Oct 10	211k	7th Oct 10
24th Sep 10	219k	16th Sep 10			

Further information

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