

Keen gardeners from the Bakker Spalding database

Garden Wise™



Garden Wise takes you to the heart of the renowned Bakker Spalding bulb and seed buyers database - the UK's premium source of garden product buyers. Plus other specialist UK gardening databases. These are highly mail responsive consumers and for 2010 they will receive their issues of Garden Wise to coincide with the prime buying times of the year - March and August.

Demographics

Aged 45+, equal male/female split, homeowners, with above average incomes.

Lifestyle Characteristics

Their gardens are a source of pride and pleasure achieved through a labour of love. Mailed to home owners with keen interests in books, collectables and shopping by catalogue, the Garden Wise is the gateway to the over 50s market.

Garden Wise is one of five titles that reach mail responsive and mail order buyers at home in an involving and personalised pack of offers and services.

Card Decks are the proven way to generate quality, consumer leads to a targeted audience and for companies to share the costs of data, print, packing and posting.

Circulation 2010	750,000	750,000
Month	Mar	Aug

Further information

Please call sales or email info@consumerleads.info

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