

The Red Top

Reach mail responsive tabloid readers



Readers of Mirror, Sun, Star, Record, News of the World and Sunday Mirror



The Red Top deck is mailed to the captive and highly responsive Red Top tabloid readers. These consumers are **MULTI BUYERS** who have purchased goods and services over the past 12 months, making them a very sought after group.

Demographics

45+, homeowners, 60/40 female/male split.

Lifestyle Characteristics

Proven Mail Order buyers and therefore always open their mail, all consumers will have purchased within the last 12 months with 70% buying within the last 6 months. These consumers jump at the opportunity to buy products and services with a perceived value to them or their wellbeing. Credit card holders and keen travellers (cruise and long haul), with interests including DIY and gardening.

The Red Top 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	500,000	500,000
Month	Jan	Jul



Further information

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