



# BURTON

## General Information:

Part of the Arcadia group – Burton is one of the UK's most well-known high street retail brands with over 400 stores in the UK and Ireland. Since 1903, Burton's menswear fashion has continued to attract growing levels of mainstream customers interested in fashion that is of good quality, style and comfort.

Howse Jackson Marketing are proud to invite 3rd party advertisers to take advantage of this customer group through the Burton cardholders statement mailing channel.

## Profile:

- Average customer age of 30 years old
- 70% Male
- BC1C2
- Repeat buyers
- Interests include: Sports, fashion, going out, food and drink, cars, male grooming products, gadgets, mainstream culture i.e. music, pub, films.

## Frequency:

- Monthly

## Volumes:

- 100,000 Cardholder statement mailings

## Useful Information:

The Burton cardholders statement insert channel is a must for any non-competing promotion/offer or product including: male grooming, sports, alcohol, food and drink, films, music, DIY, mobile phones, gadgetry, financial products, health and fitness, gaming and travel.

## Weight & Costs:

- Cost per thousand: £45/000
- Agency commission 10%
- Only one third party insert will be carried each month
- Maximum weight: 10 grams
- Maximum size: A5

## Contact us:

If you would like additional information or would like to place an option or booking, please contact:

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