



**howse jackson**  
marketing ltd

# Serif

Software with Imagination

**INSERTS WITHIN PRODUCT DESPATCH**

## **General Information:**

Serif is the world's largest independent publisher of desktop publishing and website software.

For the first time, Serif will allow third party inserts to be included within product despatch.

Serif recruit most of their customers through direct mail, email and telemarketing.

Ideal markets include mail order promotions, financial services including credit cards and savings plans, magazine subscriptions, travel, gardening and quality household/consumer products as well as any PC related product.

## **Profile:**

- 100% buyers file
- Age 40yrs+
- Household Income £30k+
- 75% are male
- 95% pay using a credit card
- Financially astute
- 65% are multi-buyers
- All own a home PC and have internet access
- Interests include travel, cookery, DIY.

## **Volumes:**

- Average monthly volume is 30,000.

## **Booking Information:**

Inserts must be A5. Inserts can weigh up to 8g. No more than 3 inserts will be carried at any one time.

## **Costs:**

**Base Rental:** £TBC  
**Commission:** 10%  
**Min. Order:** 30,000.

## **Contact:**

To request additional information, please contact:

Andy Chesterman – Insert Manager  
E: [andy@hjmarketing.co.uk](mailto:andy@hjmarketing.co.uk)  
Tel: 01296 468558