



Damart is well-known as a leading international brand and is a well-established household name in the UK and in France, Belgium, Switzerland and Japan, especially amongst mature consumers. The brand is synonymous with outstanding value, comfort, style and warmth.

Whilst Damart is known, primarily, for its famous thermal underwear, the catalogue now also contains a much wider range of products, including fashionable ladies wear, underwear, swimwear, comfortable casual wear and shoes, aimed at a mature market.

In addition to the catalogue, Damart has 3 retail stores in the UK.

Damart customers are highly responsive and regular mail order shoppers, mostly female and over the age of 50, with a good level of disposable income.



Product Despatch 2010

Profile

92% female, 8% male
 Majority aged 50+
 Tend to be retired or housewives
 No children at home
 Many have lived in their property for over 11 years
 Good average income of £13,000 p.a

Interests

Mail order shopping
 Doing the pools
 Books/reading
 Coach tours & cruises
 Sewing/needlecraft
 Gardening
 Grandchildren

Distribution Period

Cycle 1 (4th January – 31st January)
 Cycle 2 (1st February – 28th February)
 Cycle 3 (1st March – 4th April)
 Cycle 4 (5th April – 2nd May)
 Cycle 5 (3rd May – 30th May)
 Cycle 6 (31st May – 4th July)
 Cycle 7 (5th July – 1st August)
 Cycle 8 (2nd August – 29th August)
 Cycle 9 (30th August – 3rd October)
 Cycle 10 (4th October – 31st October)
 Cycle 11 (1st November – 28th November)
 Cycle 12 (29th November – 2nd January)

Quantity

280,000
 355,000
 415,000
 300,000
 295,000
 390,000
 302,000
 365,000
 448,000
 382,000
 535,000
 358,000

Insert Delivery Date

9th December
 6th January
 3rd February
 3rd March
 7th April
 5th May
 7th June
 5th July
 2nd August
 6th September
 4th October
 8th November

Insert cost

£50/000
 Heavier inserts - price upon application

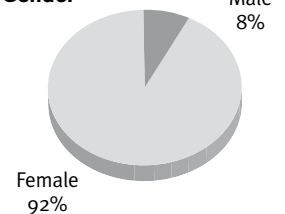
Insert Specification

Maximum size: A5
 Maximum weight: 10 grams

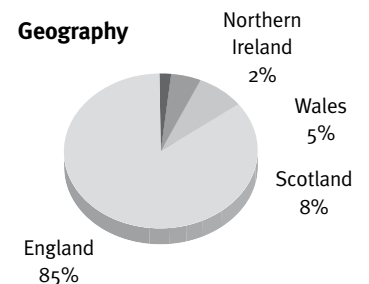
General Information

Minimum order: 100,000 inserts
 Two sample inserts required for carriers approval

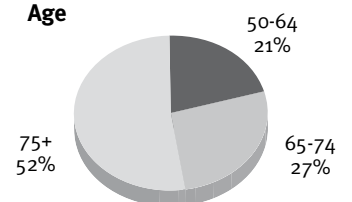
Gender



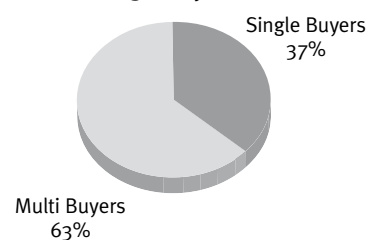
Geography



Age



Multi/Single Buyers



the direct marketing group®

Contact the Media and Lists Services
 Department for more information on:

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