

**Cotton**  
TRADERS



# Cotton Traders

**Cotton Traders is a well-established British clothing brand, known for offering high-quality, comfortable, and stylish apparel.**

Cotton Traders has been producing high-quality clothing ranges since 1987. With over 37 years' experience the brand is the fashion force that offers affordable and timeless clothing to suit every aspect of life.

Founded by former England national rugby union team captains, Fran Cotton and Steve Smith, their passion about quality remains at the heart of all pieces in the Cotton Traders collection.

Creating confidence-boosting capsule pieces for every age, shape and activity, Cotton Traders inspires individuality, with styles made to express, not impress.

## Volumes

**160K+** per month

Max spec: 162x229mm **C5**

Min volume: **50K**

Max weight: **40g**

Insert type UK only:  
**Parcels (PD's)**

## Interests

- » Baking
- » Cooking
- » Crosswords
- » Gardening
- » Reading
- » Knitting
- » Walking
- » Music
- » Travel



## Media consumption



Live TV  
**72%**



Direct Mail  
**64%**



Radio  
**56%**



Magazines  
**52%**



Newspapers  
**49%**



Internet  
**58%**

## Shop

78.5% of customers shop through direct channels, 21.5% in physical stores.

Of direct, 72.5% shop online via website or App



**72.5%**  
Shop online



**21.5%**  
Shop in store

## Social

Predominantly Facebook, You Tube and Instagram.



## Life stage

- » Retired or not working are the largest cohort.
- » Average age of a new customer, 56 years, of which the majority are acquired through digital channels
- » New generation customers aged 50-65 are a growing market for CT and tend to be in full or part time work.



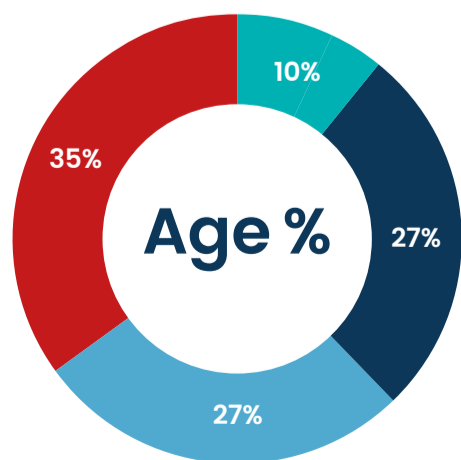
## Recommended for:

- » Health & Beauty
- » Food
- » Gardening/flowers
- » Outdoors
- » Travel
- » Pet products
- » Charities



## Age profile

Average customer age 66 years



- <49
- 50-65
- 66-74
- 75+

Gender  
**72%**  
Female



## General profile

ABC1  
Comfortable with present income.  
Image conscious but comfortable in their own skin