



OWL BARN GIFTS
...gifts worth giving



Owl Barn Gifts

Unlock the power of precision marketing with Owl Barn's Direct Mail and Insert opportunities.

Immerse your brand in the physical world where your message can be held, felt and remembered delivering tangible results in a world inundated with digital noise. Owl Barn offer brands the opportunity to ensure their message resonates with the right audience, leveraging the trust and credibility associated with tangible mail to make a lasting impression and drive engagement.

Mosaic Codes

Three prominent codes

- E Senior Security**
- L Vintage Value**
- C Country Living**

Segmentation

Senior Security	365
Vintage Value	312
Country Living	208
Rural Retreat	132

Insert Type:

Max insert spec: **A5**
Preferred weight: **under 10g**
(heavier weights maybe considered)



Recommended for:

- Health / Wellbeing
- Food
- Travel
- Financial
- Noncompeting retail / mail order
- Pets
- Charities
- Outdoors

Customer profile



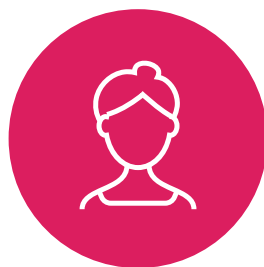
84%

Female



13%

Aged 40-60



85%

Aged 60+



ABC1

Demographic

Property types



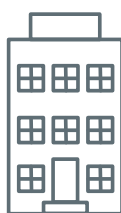
32%

Semi-detached



8%

Bungalow



14%

Flat



28%

Detached



18%

Terraced

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