

Plumbs



Access DM Ltd are pleased to announce EXCLUSIVE Insert Management of the Plumbs mail order buyers' database.

Plumbs are a UK based company, trading for over 60 years and specialising in producing premium quality made-to-measure loose furniture covers, curtains and re-upholstery.

Buyers receive a bespoke service, including home visits and professional measurements which are strongly valued by customers and certainly attribute to the 91% Feefo rating. Individuals buying from Plumbs often do so as they feel their money is better spent reconditioning rather than buying inferior new alternatives. Others wish to reduce the impact they have on the environment by recycling existing furniture.

Customer opportunities

Customer/enquirer mailings

230K+ per month

Max size:

A5

Max weight:

10g

Media rate:

£45/000

DMA Agency Com

10%

Minimum order:

50,000

You Tube



Watch our advert

youtube.com/watch?v=8pC8MCTHZpg



100% mail order buyer



81%

Female



17%

Aged 40-59



80%

Aged 60+



65%

Married



87%

Property tenure 6+ yrs



75%

Retired/home maker

Property types



34%

Semi-detached



15%

Bungalow



8%

Flat



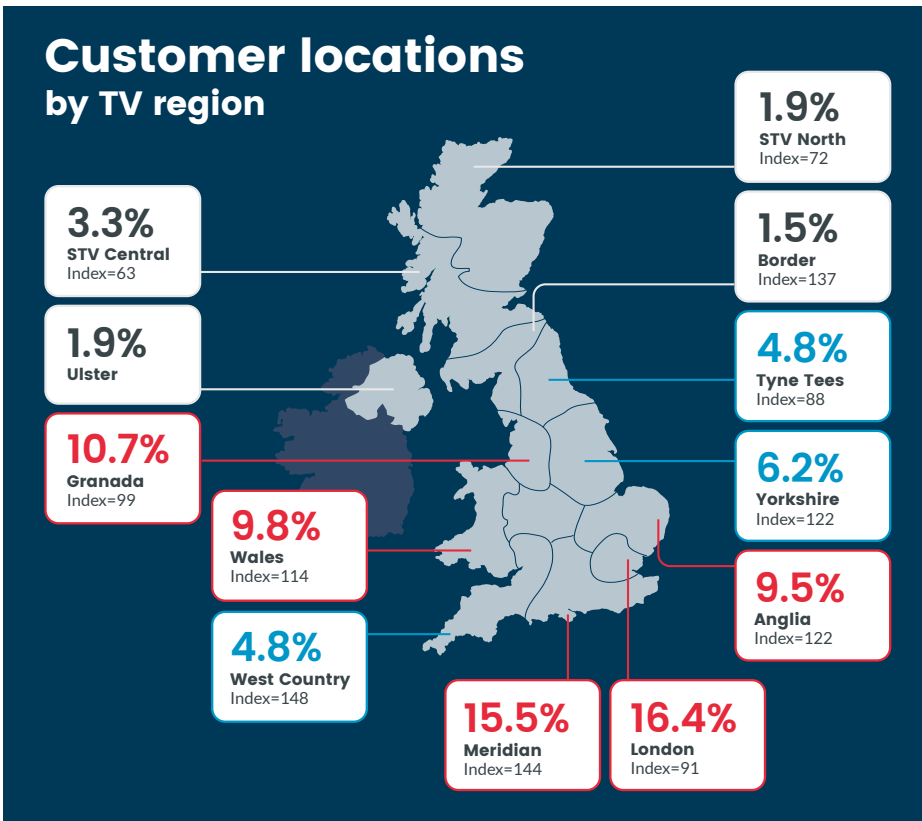
27%

Detached



16%

Terraced



Recommended for:

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

How our customers spend their time



The numbers are index scores against the average population

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