

Glossy Portland brochures are mailed 4 times a year to Portland 'best customers'. Brochure insert opportunities provide access to Portland customers that purchase online or by telephone and enjoy quality holidays without paying extra for in store advice.

### Profile

**Age**

Predominantly 40-60 years

**Status**

Generally holiday as a couple or family

**Affluence**

ABC1

**Base Rate**

### Rates

£40/000

**Agency Commission**

10% to DMA registered brokers

[www.portlandholidays.co.uk](http://www.portlandholidays.co.uk)

Annual volume: 750,000 approx

### Intelligent Inserts:

Portland customers are comfortable making large payments by card either online or by phone, making this channel ideal for reaching credit worthy individuals. Portland customers are also proven to be responsive to the direct approach. The very high response rates generated, especially by financial advertisers, are probably due to these factors.

### Fulfilment and Delivery:

Portland summer holiday brochures are mailed in July and December, with winter holiday brochures delivered in August and October. Volumes are usually between 100,000 and 250,000, with inserts required one week before the start date. Inserts of up to A5 size can be carried, with standard rates applying for inserts up to 10g.



### Portland Holiday Inserts are brought to you by TRG Strata:

TRG Strata is the respected, capable and friendly face of List and Insert Management. We pride ourselves on our professionalism, extensive experience, in depth knowledge and personable approach to business - all of which enables us to deliver a superior level of service and account management. Our clients tell us that this is what differentiates us from our competitors and why they continue to use us time and time again.



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