

The Tog Shop Package Insert Program

240,000 Annually

Media Rate: \$60/M

The Tog Shop caters to mature women who value style, quality and comfort, offering an assortment of "classic" apparel and notable fashions.

The Tog Shop customers are college-educated, active in their community and dedicated to family and friends. They enjoy many hobbies such as reading, cooking, baking, gardening, home decorating, crafts and more.

Inserts will be collated in a 6" x 9" envelope, included in The Tog Shop merchandise shipments and sent to these responsive customers.



CONSUMER PROFILE

- 98% Female
- Age 60+
- 86% Home Owners
- Average Income: \$91,691
- 30% Online Buyers

PROGRAM NOTES

- Inquire for sampling and hand-drop opportunities
- Inquire for catalog blow-in opportunities
- Inquire for turn-key print production

ADDITIONAL OPPORTUNITIES

- Appleseed's PIP
- Bedford Fair PIP
- Blair PIP
- Blair Men's PIP
- Blair Women's & Home PIP
- Draper's & Damon's PIP
- Gold Violin PIP
- Haband Ride-Along
- Haband PIP
- Haband Men's PIP
- Haband Men's Ride-Along
- Haband Women's PIP
- Haband Women's Ride-Along
- Norm Thompson PIP
- Old Pueblo Traders PIP
- Sahalie PIP
- WinterSilks PIP

PROGRAM SPECS

Source

Direct Mail

Average Order Value

\$100.00

Minimum Quantity

25,000

Maximum Size

5 1/2" x 8 1/2"

Minimum Size

3 1/2" x 5"

Maximum Weight

.25 oz.

Maximum Inserts

8

THE
TOG SHOP

All orders cancelled or reduced within 90 days prior to mail date will be subject to payment at full media rate. Sample mail piece required.



To inquire about advertising opportunities in this program, please contact:

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