

# Haband Men's Catalog Blow-in

17,397,000 Annually

Media Rate: \$35/M

Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more.

Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more.

Inserts will be blown into Haband men's apparel catalogs and sent to these responsive customers.



## CONSUMER PROFILE

- 60% Male
- Age 60+
- 84% Home Owners
- Average Income: \$69,615
- 12% Online Buyers

## PROGRAM NOTES

- Inquire for package insert opportunities
- Inquire for ride-along opportunities
- Inquire for turn-key print production

## ADDITIONAL OPPORTUNITIES

- Appleseed's Catalog Blow-in
- Bedford Fair Catalog Blow-in
- Blair Home Catalog Blow-in
- Blair Women's Catalog Blow-in
- Draper's & Damon's Catalog Blow-in
- Gold Violin Catalog Blow-in
- Haband Ride-Along
- Haband Men's Catalog Blow-in
- Haband Men's Ride-Along
- Haband Women's Catalog Blow-in
- Haband Women's Ride-Along
- LinenSource Catalog Blow-in
- Norm Thompson Catalog Blow-in
- Old Pueblo Traders Catalog Blow-in
- Sahalie Catalog Blow-in
- The Tog Shop Catalog Blow-in
- WinterSilks Catalog Blow-in

## PROGRAM SPECS

### Source

Direct Mail

### Average Order Value

\$50.00

### Minimum Quantity

100,000

### Maximum Size

5" x 6"

### Minimum Size

3 1/2" x 5"

### Maximum Weight

.20 oz.

### Maximum Inserts

Inquire

**Haband!**  
Style, Comfort & Value!

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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