

WinterSilks Package Insert Program

115,000 Annually

Media Rate: \$60/M

WinterSilks offers original apparel, sleepwear, intimates and under layers for men and women that harness the natural insulating power and superior breathability of silk.

WinterSilks customers are college-educated, tech-savvy and appreciate the finer things in life. They are investors, collectors, gift givers and value their relationships with family, friends and community. They enjoy reading, cooking, exercising, traveling, food & wine, home decorating and more.

Inserts will be collated in a 6" x 9" envelope, included in WinterSilks merchandise shipments and delivered to these responsive customers.



PROGRAM SPECS

Source

Direct Mail

Average Order Value

\$90.00

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

CONSUMER PROFILE

- 88% Female
- Age 60+
- 86% Home Owners
- Average Income: \$113,169
- 45% 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
- The Tog Shop PIP

WinterSilks

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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