

# Blair Women's & Home Package Insert Program

3,835,000 Annually

Media Rate: \$60/M

Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home. Customers enjoy a wide variety of fashions for their career and casual lifestyle.

Blair customers are passionate about life and enjoy time with family, friends and pets. They entertain, craft, garden, cook, travel, read, and appreciate sports.

Inserts will be collated in a 6" x 9" envelope, included in shipments of Blair women's and home merchandise, and sent to these responsive customers.

## CONSUMER PROFILE

- 97% Female
- Age 60+
- 81% Home Owners
- Average Income: \$72,000
- 21% 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
- Draper's & Damon's PIP
- Gold Violin PIP
- Haband PIP
- Haband Ride-Along
- 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 PIP



## PROGRAM SPECS

### Source

Direct Mail, Magazines, FSIs, Online

### Average Order Value

\$63.00

### Minimum Quantity

100,000

### Maximum Size

5 1/2" x 8 1/2"

### Minimum Size

3 1/2" x 5"

### Maximum Weight

.25 oz.

### Maximum Inserts

12

**BLAIR**

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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