

# Appleseed's Catalog Blow-in

20,360,000 Annually

Media Rate: \$35/M

Appleseed's caters to passionate women in the prime of their lives, offering comfortable and casual fashions in timeless styles. Appleseed's customers are college educated, active in their community and committed to family and friends. They also enjoy 'classic' well-made home décor and take pride and enjoyment in entertaining.

Inserts will be blown into Appleseed's catalogs and sent to these responsive customers.

## CONSUMER PROFILE

- 98% Female
- Age 60+
- 87% Home Owners
- Average Income: \$95,778
- 35% Online Buyers

## PROGRAM NOTES

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



## PROGRAM SPECS

### Source

Direct Mail

### Average Order Value

\$110.00

### Minimum Quantity

100,000

### Maximum Size

5" x 6"

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3 1/2" x 5"

### Maximum Weight

.20 oz.

### Maximum Inserts

Inquire

## ADDITIONAL OPPORTUNITIES

- Bedford Fair Catalog Blow-in
- Blair Home Catalog Blow-in
- Blair Men's 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

APPLESEED'S

*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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