

Sahalie Package Insert Program

200,000 Annually

Media Rate: \$60/M

Sahalie offers a beautiful collection of apparel, footwear and accessories for men and women that feature high-performance fabrics, organically produced materials and sustainable product alternatives.

Sahalie customers are well-educated, tech-savvy and enjoy a variety of hobbies including culinary and fiber arts, reading, home décor, traveling and DIY projects.

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



CONSUMER PROFILE

- 93% Female
- Age 50+
- 89% Home Owners
- Average Income: \$124,927
- 52% 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
- The Tog Shop 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

sahalie

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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