

Columbia House DVD Club Ride-Along



Media Rate: \$65.00/M

The Columbia House DVD Club offers more than 8,000 titles from major and independent movie studios. From just-released blockbusters to timeless classics in every genre, members have the convenience of ordering via catalog or online and can even pre-order new releases before they hit stores. Columbia House mails catalogs to its club members approximately every three weeks. The catalogs showcase the latest DVD releases and top-selling titles and include a featured "Director's Selection" that members can elect to purchase.

Package enclosures will accompany these highly anticipated catalog mailings.

CONSUMER PROFILE

- 56% Female
- Average Age: 46
- Average Income: \$54,000
- 37% have children 18 and under
- Purchasers of apparel, accessories, and fragrances

PROGRAM NOTES

- 19 cycles per year
- Inquire for cycle counts

PROGRAM USAGE

- Apparel
- Auto Insurance
- Checks
- Collectible Dolls
- Collectibles
- Figurines
- Home Decor
- Jewelry
- Life Insurance

PROGRAM SPECS

Source

Direct Mail, Internet

Average Sale

\$41.73

Minimum Quantity

50,000

Maximum Size

5 3/4" x 8 1/4"

Minimum Size

3 1/2" x 5"

Maximum Weight

.25 oz.

Maximum Inserts

3

columbiahouse



direct brands inc
the right people. the right products.

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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