

# Blair Group Package Insert Program

5,393,000 Annually

Media Rate: \$60/M

Inserts will be collated in a 6" x 9" envelope, included in merchandise shipments and sent to customers of Blair Men's, Blair Women's & Home, Bedford Fair and Old Pueblo Traders.

Customers enjoy shopping for a wide variety of fashions, intimate apparel and footwear for their career and casual lifestyle.

Bedford Fair – 7%  
Blair Men's – 12%  
Blair Women's – 71%  
Old Pueblo Traders – 10%

## CONSUMER PROFILE

- 98% Female
- Age 60+
- Average Income: \$72,000

## PROGRAM NOTES

- Inquire for sampling and hand-drop opportunities
- Inquire for catalog blow-in opportunities
- Inquire for turn-key print production
- Can Select Men's or Women's & Home shipments

## ADDITIONAL OPPORTUNITIES

- Haband Women's PIP
- Haband Women's Ride-Along
- Bluestem Brands Affluent Consumer PIP
- Haband PIP
- Haband Ride-Along
- Haband Men's PIP
- Haband Men's Ride-Along



## PROGRAM SPECS

### Source

Direct Mail, Magazines, FSIs, Online

### Average Order Value

\$64.00

### Minimum Quantity

100,000

### Maximum Size

5 ½" x 8 ½"

### Minimum Size

3 ½" x 5"

### Maximum Weight

.25 oz.

### Maximum Inserts

12

**BLAIR**  
**BEDFORD FAIR**  
**OLD PUEBLO TRADERS**

*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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