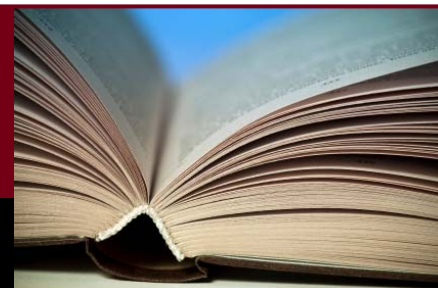


Bookspan Package Insert Program



480,000 Annually

Media Rate: \$60.00/M

Reach a diverse audience of Bookspan club members with a wide range of interests. Package enclosures will be distributed in positive-order book shipments from the following clubs: Book-of-the Month, Crafter's Choice, Crossings, Doubleday, History, Large Print, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American and The Good Cook.

CONSUMER PROFILE

- 81% Female
- Average Age: 54
- Median Income: \$59,000
- College-Educated
- 83% Own primary residence
- 83% Married
- 46% Contributed to charity in the past year
- 49% Purchased household furnishings in the past year
- 36% Employed in professional/technical fields
- 20% are retired

PROGRAM NOTES

- 40,000 monthly
- Inquire for hand-drop and sampling opportunities

PROGRAM USAGE

- Apparel
- Auto Insurance
- Checks
- Collectible Dolls
- Collectibles
- Figurines
- Fundraiser
- Health/Wellness
- Insurance
- Jewelry
- Life Insurance
- Magazine Subscription
- Medical Alert System
- Sunsetter Awning
- Wine Mailer

PROGRAM SPECS

Source

Direct Mail, Internet

Average Sale

\$31.42

Minimum Quantity

50,000

Maximum Size

5 1/2" x 7 1/2"

Minimum Size

3 1/2" x 5 1/2"

Maximum Weight

.25 oz. (inquire for overweight)

Maximum Inserts

10

Bookspan

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:

Sandra Roscoe | Phone: 914.844.9315 | sandra.roscoe@plusme.com