

# Swanson Health Products Catalog Blow-in

5,000,000 Annually

Media Rate: Inquire



Since 1969, Swanson Health Products has been a leader in providing top quality vitamins and supplements. Their consumers enjoy the convenience of shopping at home and having their orders shipped directly to them. Swanson is dedicated to offering the highest quality products at an amazing value.

Swanson customers are active, family-oriented mail order buyers who are seeking offers related to apparel, food, gardening, gifts/collectibles, health accessories, home décor, insurance and personal safety and security.

Reach these desirable consumers by including an insert into Swanson Health Products catalogs that are mailed directly to the homes of responsive buyers.

## CONSUMER PROFILE

- 54% Female
- Average Age: 65
- Average Income: \$54,000

## PROGRAM SPECS

**Source**  
Catalog

**Average Order Value**  
\$65.00

**Minimum Quantity**  
100,000

**Maximum Size**  
6" x 6"

**Minimum Size**  
3 1/2" x 5 1/2"

**Maximum Weight**  
.20 oz.

**Maximum Inserts**  
2



*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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