

Old Pueblo Traders Package Insert Program

530,000 Annually

Media Rate: \$60/M

Old Pueblo Traders caters to mature women who enjoy fashionable career and lifestyle clothing and footwear.

Old Pueblo Traders customers are creative and enjoy many hobbies such as baking, cooking, reading, gardening, crafting and home decorating. They are health-conscious and enjoy an active lifestyle.

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

CONSUMER PROFILE

- 98% Female
- Age 60+
- 82% Home Owners
- Average Income: \$72,000
- 15% 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 PIP
- Haband Men's PIP
- Haband Women's PIP
- Haband Ride-Along
- Haband Men's Ride-Along
- Haband Women's Ride-Along
- Norm Thompson PIP
- Sahalie PIP
- The Tog Shop PIP
- WinterSilks PIP



PROGRAM SPECS

Source

Direct Mail, Magazines, FSIs, Online

Average Order Value

\$70.00

Minimum Quantity

50,000

Maximum Size

5 1/2" x 8 1/2"

Minimum Size

3 1/2" x 5"

Maximum Weight

.25 oz.

Maximum Inserts

8

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.

OLD PUEBLO TRADERS



To inquire about advertising opportunities in this program, please contact:

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