

Disney Movie Club - Canadian Ride-Along



600,000 Annually

Media Rate: \$65/M

The Disney Movie Club allows families to enjoy their favorite Disney movies from the comfort of home. Club members can choose from hundreds of DVD titles featuring Walt Disney's beloved characters, and the movies are delivered right to their door.

Your advertisement will ride along in the mailings sent to active Disney Movie Club families residing in Canada (excludes province of Quebec), consisting of a catalog, special offers, as well as a featured title.

CONSUMER PROFILE

- 78% Female
- Age: 37+
- Household Income: \$65,000+
- Age of Children: 0-2 (43%); 3-5 (47%); 6+ (10%)
- 75% Traveled domestically in the past year
- 50% Exercise regularly
- 40% Own pets (cat or dog)
- Donate to charitable organizations

PROGRAM NOTES

- 15 cycles per year
- Inquire for cycles counts
- Printing is available through Disney Movie Club – please inquire

PROGRAM USAGE

- Apparel
- Baby Products
- Collectibles
- Figurines
- Home Décor
- Jewelry
- Personalized Children's Books
- Publisher's Clearing House
- Stratford Career Institute

ADDITIONAL OPPORTUNITIES

Disney Movie Club Gold Package Insert Program
Disney Movie Club Canadian Package Insert Program
Disney Movie Club Ride-Along

PROGRAM SPECS

Source

100% Direct Response

Unit of Sale

\$19.95 - \$29.95

Minimum Quantity

50,000

Maximum Size

5 ½" x 8 ½"

Minimum Size

3 ½" x 5 ½"

Maximum Weight

.20 oz. (inquire for overweight)

Maximum Inserts

4

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 the Disney programs, please contact:
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