

Blair Women's Catalog Blow-in

98,073,933 Annually

Media Rate: \$35/M

Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home. Customers enjoy a wide variety of fashions for their career and casual lifestyle.

Blair customers are passionate about life and enjoy time with family, friends and pets. They entertain, craft, garden, cook, travel, read, and appreciate sports.

Inserts will be blown into Blair womenswear catalogs and sent to these responsive customers.

CONSUMER PROFILE

- 97% Female
- Age 60+
- 82% Home Owners
- Average Income: \$72,000
- 21% Online Buyers

PROGRAM NOTES

- Inquire for package insert opportunities
- Inquire for turn-key print production

ADDITIONAL OPPORTUNITIES

- Appleseed's Catalog Blow-in
- Bedford Fair Catalog Blow-in
- Blair Home Catalog Blow-in
- Blair Men's Catalog Blow-in
- Draper's & Damon's Catalog Blow-in
- Haband Ride-Along
- Haband Men's Catalog Blow-in
- Haband Men's Ride-Along
- Haband Women's Catalog Blow-in
- Haband Women's Ride-Along
- Norm Thompson Catalog Blow-in
- Old Pueblo Traders Catalog Blow-in
- Sahalie Catalog Blow-in
- The Tog Shop Catalog Blow-in
- WinterSilks Catalog Blow-in



PROGRAM SPECS

Source
Direct Mail

Average Order Value
\$60.00

Minimum Quantity
200,000

Maximum Size
5" x 6"

Minimum Size
3 1/2" x 5"

Maximum Weight
.20 oz.

Maximum Inserts
Inquire

BLAIR®

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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