

# Bluestem Brands Media Opportunities: Your Source to Reach a Wide Range of Savvy Shoppers

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AGE	AVERAGE INCOME	% ONLINE BUYERS	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Appleseed's Catalog Blow-in	Appleseed's caters to passionate women in the prime of their lives, offering comfortable and casual fashions in timeless styles. Appleseed's customers are college educated, active in their community and committed to family and friends. they also enjoy 'classic' well-made home decor and take pride and enjoyment in entertaining. Inserts will be blown into Appleseed's catalogs.	24,114,000	98% Female	60+	\$95,778	35%	\$110.00	100,000	5" x 6"	.20 oz.
Bedford Fair Catalog Blow-in	Bedford Fair offers a wide variety of apparel, footwear, intimates and accessories for both career and casual lifestyles. Bedford Fair customers are mature women who value comfort, quality and style. They appreciate a variety of hobbies including reading, gardening, crafting, cooking and more. They enjoy spending time with family and friends traveling or entertaining at home. Inserts will be blown into Bedford Fair catalogs.	15,843,600	98% Female	60+	\$72,000	19%	\$60.00	100,000	5" x 6"	.20 oz.
Blair Home Catalog Blow-in	Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home. Blair home customers are passionate about creating a beautiful and comfortable environment for family, friends and pets. They also appreciate cooking, baking and indoor & outdoor entertaining. Inserts will be blown into Blair home catalogs.	10,246,610	96% Female	60+	\$72,000	21%	\$65.00	100,000	5" x 6"	.20 oz.
Blair Men's Catalog Blow-in	Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home. Blair customers are passionate about creating a beautiful and comfortable environment for family, friends and pets. They entertain, craft, garden, cook, travel, read, and appreciate sports. Inserts will be blown into Blair menswear catalogs.	26,939,655	73% Female	60+	\$72,000	23%	\$65.00	100,000	5" x 6"	.20 oz.
Blair Women's Catalog Blow-in	Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home. Blair customers are passionate about creating a beautiful and comfortable environment for family, friends and pets. They entertain, craft, garden, cook, travel, read, and appreciate sports. Inserts will be blown into Blair womenswear catalogs.	98,073,933	97% Female	60+	\$72,000	21%	\$60.00	200,000	5" x 6"	.20 oz.
Blair Group Package Insert Program	Inserts will be collated in a 6" x 9" envelope, included in merchandise shipments and sent to customers of Blair Men's, Blair Women's & Home, Bedford Fair, Old Pueblo Traders. Customers enjoy shopping for a wide variety of fashions, intimate apparel and footwear for their career and casual lifestyle. (BW 71%   BM 12%   OPT 10%   BF 7%)	4,618,245	98% Female	60+	\$72,000	22%	\$64.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Blair Men's Package Insert Program	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, travel, read, and appreciate sports. Inserts will be collated in a 6" x 9" envelope, included in shipments of men's merchandise and delivered to these responsive customers.	560,452	73% Female	60+	\$72,000	23%	\$65.00	50,000	5 1/2" x 8 1/2"	.25 oz.

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Blair Women's Group Package Insert Program	Inserts will be collated in a 6" x 9" envelope, included in merchandise shipments and sent to customers of Blair Women's & Home, Bedford Fair, Old Pueblo Traders. Customers enjoy shopping for a wide variety of fashions, intimate apparel and footwear for their career and casual lifestyle. (BW 81%   OPT 11%   BF 8%)	4,057,793	98% Female	60+	\$72,000	22%	\$64.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Bluestem Brands Affluent Consumer Package Insert Program	Inserts will be collated in a 6" x 9" envelope, included in merchandise shipments and sent to customers of Appleseed's, Draper's & Damon's, Norm Thompson, Sahalie, Tog Shop and WinterSilks. These responsive consumers enjoy shopping for fine apparel and accessories with a focus on style and comfort.	1,645,000	95% Female	60+	\$95,000	40%	\$110.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Draper's & Damon's Catalog Blow-in	Draper's & Damon's caters to well-educated, mature woman offering chic apparel and accessories in sophisticated styles. Customers enjoy "classic" fashion with beautiful detail. They are college-educated, health-conscious and enjoy decorating, crafting, entertaining, gardening, reading, cooking, traveling and more. Inserts will be blown into Draper's & Damon's catalogs.	14,137,000	98% Female	60+	\$90,560	22%	\$175.00	100,000	5" x 6"	.20 oz.
Fingerhut Package Insert Program	Fingerhut offers a wide selection of name-brand merchandise with the flexibility of paying over time, giving consumers an affordable way to purchase the things they want and need. Their customers are homeowners who are accustomed to living on a budget. They frequently shop both as a form of entertainment and a way to provide a comfortable home for their family. They proactively seek opportunities to improve their quality of life and enjoy reading, entertaining at home, and completing DIY projects. Fingerhut's ever-increasing inventory of over 700,000 products offers their customers everything from furniture, home decor, jewelry and apparel to the latest electronics, all with low monthly payments that fit their budget. Your advertisements will be included in Fingerhut merchandise shipments.	2,630,000	56% Female	46+	\$50,000	67%	\$250.00	100,000	5 1/2" x 8"	.25 oz.
Fingerhut Statement Program	Fingerhut offers a wide selection of name-brand merchandise with the flexibility of paying over time, giving consumers an affordable way to purchase the things they want and need. Their customers are homeowners who are accustomed to living on a budget. They frequently shop both as a form of entertainment and a way to provide a comfortable home for their family. They proactively seek opportunities to improve their quality of life and enjoy reading, entertaining at home, and completing DIY projects. Fingerhut's ever-increasing inventory of over 700,000 products offers their customers everything from furniture, home décor, jewelry, and apparel to the latest electronics all with low monthly payments that fit their budget. Your advertisements will be included in Fingerhut merchandise shipments. Inserts will be included in Fingerhut customer billing statements.	13,734,532	56% Female	46+	\$40,000	67%	\$250.00	250,000	3 3/4" x 6 1/2"	.12 oz.

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Haband Men's Catalog Blow-in	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will be blown into Haband men's apparel catalogs.	24,492,265	60% Male	60+	\$69,615	12%	\$50.00	100,000	5" x 6"	.20 oz.
Haband Women's Catalog Blow-in	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will be blown into Haband women's apparel catalogs and delivered to these responsive customers.	23,687,616	90% Female	60+	\$69,615	12%	\$50.00	100,000	5" x 6"	.20 oz.
Haband Package Insert Program	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will be collated in a 6" x 9" envelope and included in all Haband merchandise shipments.	2,936,108	60% Female	60+	\$69,615	12%	\$50.00	100,000	5 1/2" x 8"	.25 oz.
Haband Men's Package Insert Program	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will be collated in a 6" x 9" envelope and included in Haband men's merchandise shipments.	1,233,365	60% Male	60+	\$69,615	12%	\$50.00	100,000	5 1/2" x 8"	.25 oz.
Haband Women's Package Insert Program	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will be collated in a 6" x 9" envelope and included in Haband women's merchandise shipments.	1,702,743	90% Female	60+	\$69,615	12%	\$50.00	100,000	5 1/2" x 8"	.25 oz.
Haband Ride-Along	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will ride along with Haband mailings to active customers.	31,353,000	60% Female	60+	\$69,615	12%	\$50.00	200,000	Inquire	.18 oz.

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Haband Men's Ride-Along	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will ride-along with Haband mailings sent to households ordering men's merchandise.	14,902,000	60% Male	60+	\$69,615	12%	\$50.00	100,000	Inquire	.18 oz.
Haband Women's Ride-Along	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will ride along with Haband mailings to female customers.	16,451,000	90% Female	60+	\$69,615	12%	\$50.00	100,000	Inquire	.18 oz.
Norm Thompson Catalog Blow-in	Norm Thompson caters to well-educated, tech-savvy men and women, offering exceptional apparel, shoes, accessories, and a variety of unique gifts and gourmet foods. Norm Thompson customers are college-educated, tech-savvy and passionate about life. They are investors, collectors, gift givers and value their relationships with family, friends and community. They enjoy reading, cooking, crafting, traveling, food & wine and more. Inserts will be blown into Norm Thompson catalogs and sent to these responsive customers.	17,868,000	93% Female	55+	\$105,804	52%	\$110.00	100,000	5" x 6"	.20 oz.
Old Pueblo Traders Catalog Blow-in	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. Insert will be blown into Old Pueblo Traders catalogs and sent to these responsive customers.	21,556,300	98% Female	60+	\$72,000	15%	\$70.00	100,000	5" x 6"	.20 oz.
Sahalie Catalog Blow-in	Sahalie offers a beautiful collection of apparel, footwear and accessories for men and women that feature high-performance fabrics, organically produced materials and sustainable product alternatives. Sahalie customers are well-educated, tech-savvy and enjoy a variety of hobbies including culinary and fiber arts, reading, home decor, traveling and DIY projects. Inserts will be blown into Sahalie catalogs and sent to these active and responsive customers.	10,820,000	93% Female	50+	\$124,927	52%	\$100.00	100,000	5" x 6"	.20 oz.
The Tog Shop Catalog Blow-in	The Tog Shop caters to mature, well-educated women who value style, quality and comfort, offering an assortment of "classic" apparel and notable fashions. The Tog Shop customers are college-educated, active in their community and dedicated to family and friends. They enjoy many hobbies such as reading, cooking, baking, gardening, home decorating, crafts and more. Inserts will be blown into The Tog Shop catalogs and sent to these active and responsive customers.	12,614,000	98% Female	60+	\$91,691	30%	\$100.00	100,000	5" x 6"	.20 oz.

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WinterSilks Catalog Blow-in	WinterSilks offers original apparel, sleepwear, intimates and under layers for men and women that harness the natural insulating power and superior breathability of silk. Customers are college-educated, tech-savvy and appreciate the finer things in life. They are investors, collectors, gift givers and value their relationships with family, friends and community. They enjoy reading, cooking, exercising, traveling, food & wine, home decorating and more. Inserts will be blown into WinterSilks catalogs and delivered to these responsive customers.	8,551,000	88% Female	60+	\$113,169	45%	\$90.00	100,000	5" x 6"	.20 oz.

**Notes:**

- Inquire for hand-drop and sampling opportunities.
- 15% Agency fee
- Universe for Haband RALS is partially based on '17 circ (August - December)