

Norm Thompson Package Insert Program

240,000 Annually

Media Rate: \$60/M

Norm Thompson caters to men and women who wish to "escape from the ordinary," offering exceptional apparel, shoes and accessories, as well as 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.

Your inserts will be collated in a 6" x 9" envelope, included in Norm Thompson merchandise shipments and sent to these responsive customers.



CONSUMER PROFILE

- 93% Female
- Age 55+
- 89% Home Owners
- Average Income: \$105,804
- 52% 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 Ride-Along
- Haband PIP
- Haband Men's PIP
- Haband Men's Ride-Along
- Haband Women's PIP
- Haband Women's Ride-Along
- Old Pueblo Traders PIP
- Sahalie PIP
- The Tog Shop PIP
- WinterSilks PIP

Norm Thompson
escape from the ordinary™

PROGRAM SPECS

Source

Direct Mail

Average Order Value

\$110.00

Minimum Quantity

50,000

Maximum Size

5 ½" x 8 ½"

Minimum Size

3 ½" 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.



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

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