

# Disney Movie Club Gold Package Insert Program



4,110,000 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.

Disney Movie Club offers advertisers the opportunity to reach these young families who are excited about receiving their movies by including inserts/brochures within the shipments. All advertisements are loose within the movie shipment, providing maximum exposure and awareness to your brand.

## 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

- Inquire for monthly counts
- Turn-key printing is available – please inquire

## PROGRAM USAGE

- Collectible Dolls
- Figurines
- Food Delivery Service
- Home Decor
- Recipes/Gifts
- Satellite TV

## ADDITIONAL OPPORTUNITIES

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

## PROGRAM SPECS

### Source

100% Direct Response

### Unit of Sale

\$19.95 - \$29.95

### Minimum Quantity

100,000

### Maximum Size

5" x 7"

### Minimum Size

3 1/2" x 4"

### Maximum Weight

.25 oz. (inquire for overweight)

### Maximum Inserts

3

*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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