

# Bedford Fair Package Insert Program

384,000 Annually

Media Rate: \$60/M

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 collated in a 6" x 9" envelope, included in Bedford Fair merchandise shipments and sent to these responsive customers.

## CONSUMER PROFILE

- 98% Female
- 82% Home Owners
- Average Income: \$72,000
- 19% 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
- Blair PIP
- Blair Men's PIP
- Blair Women's & Home PIP
- Draper's & Damon's PIP
- Gold Violin PIP
- Haband PIP
- Haband Men's PIP
- Haband Women's PIP
- Haband Ride-Along
- Haband Men's Ride-Along
- Haband Women's Ride-Along
- Norm Thompson PIP
- Old Pueblo Traders PIP
- Sahalie PIP
- The Tog Shop PIP
- WinterSilks PIP



## PROGRAM SPECS

### Source

Direct Mail, Magazines, FSIs, Online

### Average Order Value

\$60.00

### Minimum Quantity

50,000

### Maximum Size

5 1/2" x 8 1/2"

### Minimum Size

3 1/2" 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.*

BEDFORD FAIR®



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

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