

Blair Package Insert Program

4,580,000 Annually

Media Rate: \$60/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 collated in a 6" x 9" envelope and included in Blair hotline merchandise shipments and sent to these responsive customers.



PROGRAM SPECS

Source

Direct Mail, Magazines, FSIs, Online

Average Order Value

\$63.00

Minimum Quantity

100,000

Maximum Size

5 1/2" x 8 1/2"

Minimum Size

3 1/2" x 5"

Maximum Weight

.25 oz.

Maximum Inserts

12

CONSUMER PROFILE

- 92% Female
- Age 60+
- 82% Home Owners
- Average Income: \$72,000
- 22% 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 Men's PIP
- Blair Women's & Home PIP
- Draper's & Damon's PIP
- Gold Violin PIP
- Haband PIP
- Haband Ride-Along
- Haband Men's PIP
- Haband Men's Ride-Along
- Haband Women's PIP
- Haband Women's Ride-Along
- Norm Thompson PIP
- Old Pueblo Traders PIP
- Sahalie PIP
- The Tog Shop PIP
- WinterSilks PIP

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:

Sandra Roscoe | Phone: 203.448.4810 | Fax: 203.748.6600 | sandra.roscoe@plusme.com