

Old Pueblo Traders Catalog Blow-in

17,400,000 Annually

Media Rate: \$35/M

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.

Inserts will be blown into Old Pueblo Traders catalogs and sent to these responsive customers.

CONSUMER PROFILE

- 98% Female
- Age 60+
- 82% Home Owners
- Average Income: \$72,000
- 15% Online Buyers

PROGRAM NOTES

- Inquire for package insert opportunities
- Inquire for turn-key print production

ADDITIONAL OPPORTUNITIES

- Appleseed's Catalog Blow-in
- Bedford Fair Catalog Blow-in
- Blair Home Catalog Blow-in
- Blair Men's Catalog Blow-in
- Blair Women's Catalog Blow-in
- Draper's & Damon's Catalog Blow-in
- Gold Violin Catalog Blow-in
- Haband Ride-Along
- Haband Men's Catalog Blow-in
- Haband Men's Ride-Along
- Haband Women's Catalog Blow-in
- Haband Women's Ride-Along
- LinenSource Catalog Blow-in
- Norm Thompson Catalog Blow-in
- Sahalie Catalog Blow-in
- The Tog Shop Catalog Blow-in
- WinterSilks Catalog Blow-in



PROGRAM SPECS

Source

Direct Mail

Average Order Value

\$70.00

Minimum Quantity

100,000

Maximum Size

5" x 6"

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3 1/2" x 5"

Maximum Weight

.20 oz.

Maximum Inserts

Inquire

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.

OLD PUEBLO TRADERS



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

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