

Draper's & Damon's Package Insert Program

400,000 Annually

Media Rate: \$60/M

Draper's & Damon's caters to the fashionable mature woman, offering chic apparel and accessories in sophisticated styles.

Draper's & Damon's customers enjoy "classic" fashion with beautiful detail. They are college-educated, health-conscious and enjoy decorating, crafting, entertaining, gardening, reading, cooking, traveling and more.

Inserts will be collated in a 6"x 9" envelope, included in Draper's & Damon's merchandise shipments and sent to these responsive customers.

CONSUMER PROFILE

- 98% Female
- Age 60+
- 87% Home Owners
- Average Income: \$90,560
- 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 PIP
- Blair Men's PIP
- Blair Women's & Home 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



PROGRAM SPECS

Source

Direct Mail

Average Order Value

\$175.00

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.

DRAPER'S & DAMON'S.



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

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