

# Fingerhut Statement Program

13,734,532 Annually

Media Rate: \$50/M



Fingerhut offers a wide selection of name-brand merchandise with the flexibility of paying over time, giving consumers an affordable way to purchase the things they want and need. Their customers are homeowners who are accustomed to living on a budget. They frequently shop both as a form of entertainment and a way to provide a comfortable home for their family. They proactively seek opportunities to improve their quality of life and enjoy reading, entertaining at home, and completing DIY projects.

Fingerhut's ever-increasing inventory of over 700,000 products offers their customers everything from furniture, home décor, jewelry, and apparel to the latest electronics all with low monthly payments that fit their budget.

Your advertisements will be included in Fingerhut customer billing statements.

## CONSUMER PROFILE

- 56% Female
- Age 46+
- \$40,000 HHI
- 72% Homeowners
- 67% Ecommerce orders

## PROGRAM NOTES

- Category exclusivity
- Turn-key printing available
- Can select by State, Age, Gender, Marital Status; additional select fees will apply

## ADDITIONAL OPPORTUNITIES

Fingerhut Package Insert Program  
Fingerhut Sampling / Hand Drop

## PROGRAM SPECS

### Source

Catalog/Ecommerce

### Average Order Value

\$250

### Minimum Quantity

250,000

### Maximum Size

3 ¾" x 6 ½"

### Minimum Size

3" x 5 ½"

### Maximum Weight

.12 oz.

### Maximum Inserts

3

**FINGERHUT**  
Now You Can!™

*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:

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