

# firstSTREET Catalog Blow-in

3,685,000 Annually

Media Rate: \$35/M



firstSTREET is the leading direct marketer of innovative products for Boomers and Beyond in the United States. firstSTREET's success in marketing to boomers and beyond stems from an in-depth understanding of the wants/needs of this very targeted audience. Some of their well-known products include Perfect Sleep Chair, WOW Computer, and Perfect Choice HD.

firstSTREET customers are interested in products pertaining to health/wellness, books, collectibles, music, video, themed gifts and merchandise. They are seniors who are looking to stay active, spend time with their grandchildren and shop for products from the convenience of their home.

## CONSUMER PROFILE

- 57% Female
- Average Age: 70
- Median Income: \$50,000

## PROGRAM SPECS

### Source

Internet, Direct Mail

### Average Order Value

\$50-\$150

### Minimum Quantity

100,000

### Maximum Size

6" x 6 ½"

### Minimum Size

3 ½" x 5"

### Maximum Weight

.20 oz.

### Maximum Inserts

2

*first*STREET®  
FOR BOOMERS AND BEYOND®

*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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