

Blair Home Catalog Blow-in

9,131,373 Annually

Media Rate: \$35/M

Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home.

Blair home customers are passionate about creating a beautiful and comfortable environment to enjoy with family, friends and pets. They also appreciate cooking, baking and indoor & outdoor entertaining.

Inserts will be blown into Blair home catalogs and sent to these responsive customers.

CONSUMER PROFILE

- 96% Female
- Age 60+
- 80% Home Owners
- Average Income: \$72,000
- 21% 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 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
- Old Pueblo Traders 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

\$65.00

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.

BLAIR®



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

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