

Lifetouch Package Insert Program

4,000,000 Annually

Media Rate: Inquire



For over 80 years, Lifetouch, Inc. has been the professional photography choice for families.

Inserts will be included in the JCPenney Portraits and Lifetouch Preschool photography envelopes containing finished prints and sent directly to customer's home and/or picked up in studios and Preschool Centers.

The photo package is guaranteed to be opened, providing high visibility for your ads.

CONSUMER PROFILE

- 90% Female
- Average Age: 30+
- Average Income: \$75,000
- Families

PROGRAM SPECS

Source
Photos

Unit of Sale
N/A

Minimum Quantity
250,000

Maximum Size
5 ½" x 8 ½"

Minimum Size
3 ½" x 6"

Maximum Weight
.25 oz

Maximum Inserts
2

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.

Lifetouch.



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