

Puritan's Pride Package Insert Program

2,720,000 Annually

Media Rate: \$65/M



Puritan's Pride manufactures over 1,400 high quality vitamins, minerals, herbs and other nutritional supplements in their own state-of-the-art facilities throughout the U.S. The company has been in business for over 40 years and is committed to making the finest quality nutritional supplements available at the best value.

Your insert will be included in outbound shipments to customers who have ordered from the Puritan's Pride catalog and website.

CONSUMER PROFILE

- 75% Female
- Average Age: 55
- Average Income: \$50,000
- Homeowners
- Interests include: Gardening, Health, and Fitness

PROGRAM NOTES

- Inquire for monthly counts
- Sampling opportunities available

PROGRAM USAGE

- AARP
- Apparel
- Checks
- Collectible Dolls
- Collectibles
- Electronics
- Gardening
- Health Insurance
- Health/Beauty Products
- Hearing Aid
- Insurance
- Jewelry
- M&M Bedding
- Medical Alert System
- Medical Equipment
- Pharmacy Discount Card
- USO
- Walk-In-Bathtub
- Wine Mailer
- Yankee Candle

PROGRAM SPECS

Source

Internet, Direct Mail

Average Sale

\$75.00

Minimum Quantity

50,000

Maximum Size

5 ½" x 8 ½"

Minimum Size

3 ½" x 5 ½"

Maximum Weight

.25 oz. (inquire for overweight)

Maximum Inserts

10



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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