

Appleseed's Package Insert Program

430,000 Annually

Media Rate: \$60/M

Appleseed's caters to passionate women in the prime of their lives, offering comfortable and casual fashions in timeless styles. Appleseed's customers are well educated, active in their community and committed to family and friends. They also enjoy 'classic' well-made home décor and take pride and enjoyment in entertaining.

Inserts will be collated in a 6" x 9" envelope, included in Appleseed's merchandise shipments and sent to these responsive customers.

CONSUMER PROFILE

- 98% Female
- Age 60+
- 87% Home Owners
- Average Income: \$95,778
- 35% Online Buyers

PROGRAM NOTES

- Inquire for sampling and hand-drop opportunities
- Inquire for catalog blow-in opportunities
- Inquire for turn-key print production

ADDITIONAL OPPORTUNITIES

- Bedford Fair PIP
- Blair PIP
- Blair Men's PIP
- Blair Women's & Home PIP
- Draper's & Damon's PIP
- Gold Violin PIP
- Haband Ride-Along
- Haband PIP
- Haband Men's PIP
- Haband Men's Ride-Along
- Haband Women's PIP
- Haband Women's Ride-Along
- Norm Thompson PIP
- Old Pueblo Traders PIP
- Sahalie PIP
- The Tog Shop PIP
- WinterSilks PIP



PROGRAM SPECS

Source

Direct Mail

Average Order Value

\$110.00

Minimum Quantity

50,000

Maximum Size

5 1/2" x 8 1/2"

Minimum Size

3 1/2" x 5"

Maximum Weight

.25 oz.

Maximum Inserts

8

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.

APPLESEED'S



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

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