

WinterSilks Catalog Blow-in

8,070,084 Annually

Media Rate: \$35/M

WinterSilks offers original apparel, sleepwear, intimates and under layers for men and women that harness the natural insulating power and superior breathability of silk.

WinterSilks customers are college-educated, tech-savvy and appreciate the finer things in life. They are investors, collectors, gift givers and value their relationships with family, friends and community. They enjoy reading, cooking, exercising, traveling, food & wine, home decorating and more.

Inserts will be blown into WinterSilks catalogs and delivered to these responsive customers.



CONSUMER PROFILE

- 88% Female
- Age 60+
- 86% Home Owners
- Average Income: \$113,169
- 45% Online Buyers

PROGRAM NOTES

- Inquire for package insert opportunities
- Inquire for turn-key print production

PROGRAM SPECS

Source

Direct Mail

Average Order Value

\$90.00

Minimum Quantity

100,000

Maximum Size

5" x 6"

Minimum Size

3 1/2" x 5"

Maximum Weight

.20 oz.

Maximum Inserts

Inquire

ADDITIONAL OPPORTUNITIES

- Appleseed's Catalog Blow-in
- Bedford Fair Catalog Blow-in
- Blair Home 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

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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