

# Gold Violin Package Insert Program

149,500 Annually

Media Rate: \$60/M

Gold Violin offers unique and upscale products and gifts, thoughtfully designed to aid in independent, active living at any age.

Gold Violin customers are well-educated, philanthropic, tech-savvy and enjoy a variety of hobbies including cooking, crafting, gardening, fiber arts, reading, exercising, traveling and interior decorating. Customers are also sports enthusiasts and enjoy collecting memorabilia.

Inserts will be collated in a 6" x 9" envelope, included in Gold Violin merchandise shipments to these responsive customers.



## CONSUMER PROFILE

- 92% Female
- Age 65+
- 85% Home Owners
- Average Income: \$91,356
- 46% Online Buyers

## PROGRAM NOTES

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

## PROGRAM SPECS

### Source

Direct Mail

### Average Order Value

\$70.00

### Minimum Quantity

25,000

### 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.*

## ADDITIONAL OPPORTUNITIES

- Appleseed's PIP
- Bedford Fair PIP
- Blair PIP
- Blair Men's PIP
- Blair Women's & Home PIP
- Draper's & Damon's PIP
- Haband PIP
- Haband Ride-Along
- 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



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

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