

The Children's Place Package Insert Program

4,860,000 Annually

Media Rate: Inquire



The Children's Place is one of the largest children's specialty apparel retailers in North America, offering fashionable, high-quality merchandise at value prices, in sizes ranging from newborn to preteen. The brand resonates strongly with consumers, who have a positive overall impression and keep it top of mind.

CONSUMER PROFILE

- 98% Female
- Average age: 40
- Average income: \$80,000
- Average age of children: 6-9, in grade school
- College graduates: 52%
- Avid online shoppers

PROGRAM USAGE

- Auto Insurance
- Beauty Products
- Buena Vista Home Entertainment
- Checks
- Collectibles
- Figurines
- Food Delivery Service
- Life Insurance
- Online Shopping
- Satellite TV

PROGRAM NOTES

- Inquire about digital and sampling opportunities
- Hand-drops accepted

PROGRAM SPECS

Source

Internet

Average Order Value

Inquire

Minimum Quantity

100,000

Maximum Size

5 ½" x 8 ½"

(inquire for oversize)

Minimum Size

3 ½" x 5 ½"

Maximum Weight

.25 oz.

(inquire for overweight)

Maximum Inserts

4

THE CHILDREN'S
PLACE

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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