

Disney Movie Club – Canadian Package Insert Program



155,000 Annually

Media Rate: \$65/M

The Disney Movie Club allows families to enjoy their favorite Disney movies from the comfort of home. Club members can choose from hundreds of DVD titles featuring Walt Disney's beloved characters, and the movies are delivered right to their door.

Disney Movie Club offers advertisers looking to target young families residing in Canada (excludes province of Quebec) the opportunity to reach these families by including inserts/brochures within the shipments. All advertisements are loose within the movie shipment, providing maximum exposure and awareness to your brand.

CONSUMER PROFILE

- 78% Female
- Age: 37+
- Household Income: \$65,000+
- Age of Children: 0-2 (43%); 3-5 (47%); 6+ (10%)
- 75% Traveled domestically in the past year
- 50% Exercise regularly
- 40% Own pets (cat or dog)
- Donate to charitable organizations

PROGRAM NOTES

- Inquire for monthly counts
- Turn-key printing is available – please inquire

PROGRAM USAGE

- Collectible Dolls
- Figurines
- Home Decor
- Jewelry
- Personalized Children's Books

ADDITIONAL OPPORTUNITIES

Disney Movie Club Gold Package Insert Program
Disney Movie Club Ride-Along
Disney Movie Club Canadian Ride-Along

PROGRAM SPECS

Source

100% Direct Response

Unit of Sale

\$19.95 - \$29.95

Minimum Quantity

20,000

Maximum Size

5" x 7"

Minimum Size

3 1/2" x 4"

Maximum Weight

.25 oz. (inquire for overweight)

Maximum Inserts

4

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 the Disney programs, please contact:
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