

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Barnes & Noble									
Barnes & Noble.com Package Insert Program	Barnes & Noble.com is the premier destination for books, eBooks, magazines, toys & games, music, and DVDs. They have over five million unique monthly visitors and provide advertisers the opportunity to reach these loyal customers by including an insert into their shipments and online advertisements throughout the Barnes & Noble.com website. The Barnes & Noble customer is college-educated, digitally-savvy, enjoys traveling, and is a frequent online shopper for products such as fragrances, cosmetics, apparel, home décor, collectibles, food and gifts.	5,920,000	60% Female	40	\$65,000	\$30.00-\$50.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Bookspan									
Bookspan Package Insert Program	Reach a diverse audience of Bookspan Club members with a wide range of interests. Inserts will be hand dropped in positive-order book shipments from the following clubs: Book-of-the Month, Crafter's Choice, Crossings, Doubleday, History, Large Print, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American and The Good Cook.	540,000	81% Female	54	\$59,000	\$31.42	50,000	5 1/2" x 7 1/2"	.25 oz.
Bookspan Ride-Along	Reach a diverse audience of Bookspan club members with a wide range of interests. Package enclosures will be distributed in positive-order book shipments from the following clubs: Book-of-the Month, Crafter's Choice, Crossings, Doubleday, History, Large Print, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American and The Good Cook.	1,620,000	81% Female	54	\$59,000	\$35.48	100,000	5 1/2" x 8 1/2"	.25 oz.
Bradford Exchange									
Bradford Checks Reactivation Ride-Along	Bradford Exchange Checks is an affiliated company of The Bradford Exchange™, a recognized world authority in fine collectible art since 1973. It was a natural combination to unite exclusive designer personal checks with masterpieces by today's top artists from The Bradford Exchange. This inspired pairing of personal check printing and fine artistry thrilled collectors and art enthusiasts alike. Your insert will ride along in the reactivation mailings sent to the 13-24 month check buyers.	600,000	75% Female	50	\$50,000	\$25.00	100,000	5 1/2" x 8 1/2"	.25 oz.

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Crutchfield									
Crutchfield Catalog Blow-in	Crutchfield offers advertisers the opportunity to partner with a leader in the consumer electronics industry who reaches high quality direct mail-responsive households. Crutchfield customers are tech-savvy, 100% credit card buyers who have the disposable income to purchase the latest electronics and gadgets for their home and car. The Crutchfield buyer is far from your average consumer; they seek the latest in technology and keep up to date on the new and future products. Their interests include home entertainment, collectible automobiles, reading, home improvement, sports and outdoors, and more.	6,424,047	82% Male	47	\$82,000	\$325.00	100,000	5" x 6"	.25 oz.
Disney									
Disney Movie Club Gold Package Insert Program	For more than 80 years, Disney has been touching the hearts of young children and adults with their magic. This Disney Movie Club offers families the opportunity to cherish their favorite movies inspired by Walt Disney's beloved characters. Club members choose from hundred of DVD titles. Inserts will be loosely collated with the DVD shipments.	4,620,000	78% Female	37	\$65,000	\$29.95	100,000	5" x 7"	.25 oz.
Disney Movie Club Ride-Along	For more than 80 years Disney has been touching the hearts of young children and adults with their magic. The Disney Movie Club is a magical way of reaching out and offering families the opportunity to cherish their favorite movies inspired by Walt Disney's beloved characters. Club members may choose from hundreds of DVD and Blu-ray titles available – and all the magic is delivered right to your door!	13,500,000	78% Female	37	\$65,000	\$29.95	100,000	5 1/2" x 8 1/2"	.20 oz.

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Disney Movie Club Canadian Package Insert Program	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 includes inserts/brochures within the shipments. All advertisements are loose within the movie shipment, providing maximum exposure and awareness to your brand.	155,000	78% Female	37	\$65,000	\$29.95	20,000	5" x 7"	.25 oz.
Disney Movie Club Canadian Ride-Along	Your insert will ride along in the Featured Title mailings sent to active Disney Movie Club members. The mailing consists of the catalog, special offers, as well as the featured title to which members must respond.	600,000	78% Female	37	\$65,000	\$29.95	50,000	5 1/2" x 8 1/2"	.20 oz.
Famous Smoke Shop									
Famous Smoke Shop Package Insert Program	For over 76 years, Famous Smoke Shop has been providing the finest cigar products at the best prices delivered conveniently to the homes of their distinguished customers throughout the U.S., Canada and worldwide. Famous Smoke Shop is allowing 2-3 inserts/samples to be hand-dropped into their shipments.	470,000	95% Male	50+	\$75,000	\$115.00	30,000	8 1/2" x 11"	.5 oz.
Famous Smoke Shop Catalog Blow-in	For over 76 years, Famous Smoke Shop has been providing the finest cigar products at the best prices delivered conveniently to the homes of their distinguished customers throughout the U.S., Canada and worldwide. Famous Smoke Shop is allowing 1-2 blow-ins to ride along with their best customer catalog mailings.	770,198	95% Male	50+	\$75,000	\$160.00	50,000	6" x 6"	.25 oz.

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
firstSTREET									
firstSTREET Catalog Blow-in	firstSTREET is the leading direct marketer of innovative products for Boomers and Beyond in the United States. firstSTREET's success in marketing to boomers and beyond stems from an in-depth understanding of the wants/needs of this very targeted audience. Some of their well-known products include Perfect Sleep Chair, WOW Computer, and Perfect Choice HD. firstSTREET customers are interested in products pertaining to health/wellness, books, collectibles, music, video, themed gifts and merchandise. They are seniors who are looking to stay active, spend time with their grandchildren and shop for products from the convenience of their home.	5,530,000	57% Female	70	\$50,000	\$75.00	100,000	3 1/2" x 5"	.20 oz
HelloPerks									
HelloPerks Partnership Program	HelloFresh is cooking made easy and fun! HelloFresh offers weekly delivery of delicious, nutritious recipes and high quality ingredients to prepare them. The flexible subscription service is easy to use and can be cancelled at any time. HelloFresh features convenient meals options that are easily prepared by even the busiest households. Specially designed, recyclable packaging keeps food fresh, so packages can wait patiently. HelloFresh provides everything but the chef!	4,800,000	75% Female	35	\$100,000	70.00	100,000	N/A	N/A

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
HSN									
HSN Package Insert Program	HSN is a leading direct-to-consumer live content retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to 95 million households in the US in HD 24/7 and its website - HSN.com features more than 50,000 product videos.	12,000,000	89% Female	45	\$78,000	N/A	250,000	5 3/8" x 7"	.715 oz.
HSN Statements	HSN is a leading direct-to-consumer live content retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to 95 million households in the US in HD 24/7 and its website - HSN.com features more than 50,000 product videos. Inserts are included with credit card statements.	7,800,000	89% Female	43	\$72,000	N/A	200,000	3.75" x 6.5"	.20 oz

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Keurig									
Keurig Package Insert Program	<p>Keurig Green Mountain is reimagining how beverages can be created, personalized, and enjoyed, fresh-made in homes and workplaces. With an expanding family of more than 70 beloved brands and more than 445 beverage varieties, Keurig® hot beverage system delivers great taste, convenience, and choice. As a company founded on social responsibility, Keurig® is committed to their work to develop resilient supply chains, sustainable products, thriving communities, and a water-secure world.</p> <p>Partners can reach Keurig's loyal customers by including an insert into the POD and accessory shipments (travel mugs, filter cartridges, carafes, pod carousels and more). Keurig accepts up to 3 outside inserts/samples, hand dropped into the shipments providing maximum exposure for the partners.</p> <p>Keurig Requires all inserts going into their shipments include the following : "A special gift for our Keurig.com Friends".</p>	5,050,000	65% Female	35	\$50,000	N/A	100,000	8 1/2" x 11"	.25 oz.

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Kohl's									
Kohl's Package Insert Program	Kohl's is a family-focused, value-oriented, specialty department store offering quality exclusive and national brand merchandise to customers in an environment that is convenient, friendly and exciting. In addition to its website, Kohl's operates approximately 1,160 stores in 49 states, stocked with everything customers need for themselves and their homes –apparel, shoes, and accessories for women, children, and men, plus home products like small electronics, bedding, luggage and more.	36,000,000	83% Female	35-59	\$75,000+	N/A	1,000,000	5 ½" x 8 ½"	.25 oz
Kohl's Statements	Kohl's is a family focused, value-oriented, speciality department store offering quality exclusive and national brand merchandise to customers in an environment that is convenient, friendly and exciting. In addition to its website, Kohl's operates approximately 1,160 stores in 49 states, stocked with everything customers need for themselves and their homes - apparel, shoes & accessories for women, children & men, plus home products like small electronics, bedding, luggage and more. Kohl's is the #1 U.S. retailer of many leading brands such as Levi's, Dockers and Columbia. Kohl's allows third party marketers the opportunity to place inserts inside their billing statements.	120,000,000	82% Female	55-64	\$75,000+	N/A	500,000	3.5" x 8"	.20 oz

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
LD Products									
LD Products Package Insert Program	LD Products, Inc. is one of the largest online retailers of printer supplies and ink cartridges in the U.S., providing exceptional customer service to small businesses and consumers nationwide. Founded in 1999, the company has since expanded its product offerings to include office supplies, computers/printers and office furniture. Your insert will be included in merchandise shipments to LD Products customers.	600,000	65% Men	Average Age: 50	\$70,000	N/A	100,000	5 ½" x 8 ½"	.25 oz.
LifeTouch									
LifeTouch Package Insert Program	For over 80 years, Lifetouch, Inc. has been the professional photography choice for families. Inserts will be included in the JCPenney Portraits and Lifetouch Preschool photos envelopes sent directly to customer's home and/or picked up in studios and Preschool Centers. The photo package is guaranteed to be opened, providing high visibility for your ads.	4,000,000	90% Female	45	\$75,000	N/A	250,000	5 1/2" x 8 1/2"	.25 oz
Luxe Co-op									
Luxe Co-op	The Luxe Co-op will capitalize on Valpak's advanced targeting and distribution capabilities to reach a highly engaged millennial audience with increased purchasing power and a high propensity for lifestyle brands. According to the USPS, millennials account for nearly \$200 billion in purchasing power and are highly responsive to direct mail. Inquire for on-envelope advertising.	3,000,000	50% Male/Female	25 - 45 Age Range	\$75,000	N/A	500,000	4.5" x 6.5"	N/A

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
PetFlow.com									
Petflow.com Package Insert Program	PetFlow.com is a leading online pet food and supply company that carries over 150 brands of pet food, treats and supplies, including some of the highest quality brands that are not available locally. Inserts are hand-dropped into shipments, sent directly to the home via FedEx.	480,000	85% Female	50	\$65,000	\$80.00	25,000	5 1/2" x 8 1/2"	.25 oz.
Pier 1									
Pier 1 Package Insert Program	Pier 1 Imports offers distinct home furnishings and décor at a great value. A socially-conscious company, Pier 1 Imports operates more than 1,000 retail stores in North America, across all 50 states and Canada. All merchandise, including candles, vases, picture frames, furniture, decorative accents and more, is carefully selected to offer customers exclusive, one-of-a-kind products from gifted artisans around the world. Inserts will be included in shipments to customers who have placed online orders.	2,900,000	80% Female	40	\$70,000	Inquire	100,000	5 1/2" x 8 1/2"	.25 oz (inquire for overweight)
Puritan's Pride									
Puritan's Pride Package Insert Program	Puritan's Pride manufactures over 1,400 high quality vitamins, minerals, herbs and other nutritional supplements in their own state-of-the-art facilities throughout the U.S. Inserts will be included in outbound shipments to customers who have ordered from their catalog and website.	2,553,000	75% Female	55	\$50,000	\$75.00	50,000	5 1/2" x 8 1/2"	.25 oz.
Santander Consumer USA									
Santander Consumer USA Auto Finance & Leases Billing Statement	Santander Consumer USA is a full-service, technology-driven consumer finance company focused on vehicle finance and unsecured consumer lending products. Santander Consumer USA offers financing across the credit spectrum through nearly 14,000 dealers nationwide. Every day, they help thousands of consumers drive their new car home. Reach these consumers by including an insert into the auto finance and lease statements. The billing cycles are the 1st and 15th of each month.	10,800,000	52% Female	41	\$65,000	N/A	100,000	3 1/2" x 7 1/2"	.20 oz.

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Staples.com									
Staples Canadian Business Customer Package Insert Program	Staples, Inc. is the world's largest office products company, offering a wide range of supplies, technology, furniture and business services. Staples operates over 1,800 office superstores worldwide and also serves its customers through mail order catalog, e-commerce and contract businesses. This program provides access to Staples' Canadian contract business customers.	1,920,000	52% Male	48	\$115,114 CAD	Inquire	100,000	5 1/2" x 8 1/2"	.25 oz.
Staples.com Package Insert Program	Staples offers a wide range of office supplies, technology, furniture and business services, with over 1,800 office superstores worldwide, a mail order catalog, e-commerce and contract businesses. Reach their loyal buyers with the Staples package insert programs, targeting businesses and consumers in the U.S.	8,400,000	53% Female	48	\$87,000	\$150.00	250,000	5 1/2" x 8 1/2"	.25 oz.

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Swanson Health Products									
Swanson Health Products Catalog Blow-in	Swanson Health Products is a leader in providing quality vitamins and supplements to retirees who enjoy the convenience of shopping at home and having everything shipped directly to them. They are dedicated to offering the highest quality products at the best price. Swanson Health Products customers are mail orders buyers who enjoy gardening and spending time with family and friends. They are seeking offers/products related to health, insurance, gifts/collectibles, food delivery, personal security, apparel, home décor, hearing aids and safety items such as walk-in bath tubs, convertible beds and chairs. Reach these desirable consumers by including an insert into Swanson Health Products catalogs that are mailed directly to the homes of responsive buyers.	6,355,675	55% Female	60	\$50,000	Inquire	100,000	6" x 6"	.20 oz.
The Children's Place									
The Children's Place Package Insert Program	The Children's Place is the largest pure-play children's specialty apparel retailer in North America. The Company designs, contracts to manufacture and sells fashionable, high-quality merchandise at value prices.	9,010,000	98% Female	40	\$80,000	\$75.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Welcome Wagon									
Welcome Wagon New Mover Gift Book Program	Welcome Wagon is the world's largest welcoming service to the new mover. Reach these movers and their families within 2-3 weeks of their move by including an insert with the Welcome Wagon Gift Book. Inserts will be placed on top of the book which is enclosed in a mailing envelope.	1,320,000	50% Female	38	\$71,000	N/A	110,000	5 1/2" x 8"	.25 oz.

PlusMedia Insert Program Overview | Bluestem Brands

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	% ONLINE BUYERS	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Bluestem Brands										
Appleseed's Catalog Blow-in	Appleseed's caters to passionate women in the prime of their lives, offering comfortable and casual fashions in timeless styles. Appleseed's customers are college educated, active in their community and committed to family and friends. they also enjoy 'classic' well-made home decor and take pride and enjoyment in entertaining. Inserts will be blown into Appleseed's catalogs.	24,114,000	98% Female	60+	\$95,778	35%	\$110.00	100,000	5" x 6"	.20 oz.
Bedford Fair Catalog Blow-in	Bedford Fair offers a wide variety of apparel, footwear, intimates and accessories for both career and casual lifestyles. Bedford Fair customers are mature women who value comfort, quality and style. They appreciate a variety of hobbies including reading, gardening, crafting, cooking and more. They enjoy spending time with family and friends traveling or entertaining at home. Inserts will be blown into Bedford Fair catalogs.	15,843,600	98% Female	60+	\$72,000	19%	\$60.00	100,000	5" x 6"	.20 oz.
Blair Home Catalog Blow-in	Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home. Blair home customers are passionate about creating a beautiful and comfortable environment for family, friends and pets. They also appreciate cooking, baking and indoor & outdoor entertaining. Inserts will be blown into Blair home catalogs.	10,246,610	96% Female	60+	\$72,000	21%	\$65.00	100,000	5" x 6"	.20 oz.
Blair Men's Catalog Blow-in	Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home. Blair home customers are passionate about creating a beautiful and comfortable environment for family, friends and pets. they entertain, craft, garden, cook, travel, read, and appreciate sports. Inserts will be blown into Blair menswear catalogs.	26,939,655	73% Female	60+	\$72,000	23%	\$65.00	100,000	5" x 6"	.20 oz.
Blair Women's Catalog Blow-in	Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home. Blair home customers are passionate about creating a beautiful and comfortable environment for family, friends and pets. they entertain, craft, garden, cook, travel, read, and appreciate sports. Inserts will be blown into Blair womenswear catalogs.	98,073,933	97% Female	60+	\$72,000	21%	\$60.00	200,000	5" x 6"	.20 oz.

PlusMedia Insert Program Overview | Bluestem Brands

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	% ONLINE BUYERS	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Blair Group Package Insert Program	Inserts will be collated in a 6" x 9" envelope, included in merchandise shipments and sent to customers of Blair Men's, Blair Women's & Home, Bedford Fair, Old Pueblo Traders. Customers enjoy shopping for a wide variety of fashions, intimate apparel and footwear for their career and casual lifestyle. (BW 71% BM 12% OPT 10% BF 7%)	4,618,245	98% Female	60+	\$72,000	22%	\$64.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Blair Men's Package Insert Program	Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home. Customers enjoy a wide variety of fashions for their career and casual lifestyle. Blair customers are passionate about life and enjoy time with family, friends and pets. They entertain, craft, travel, read, and appreciate sports. Inserts will be collated in a 6" x 9" envelope, included in shipments of men's merchandise and delivered to these responsive customers.	560,452	73% Female	60+	\$72,000	23%	\$65.00	50,000	5 1/2" x 8 1/2"	.25 oz.
Blair Women's Group Package Insert Program	Inserts will be collated in a 6" x 9" envelope, included in merchandise shipments and sent to customers of Blair Men's, Blair Women's & Home, Bedford Fair, Old Pueblo Traders. Customers enjoy shopping for a wide variety of fashions, intimate apparel and footwear for their career and casual lifestyle. (BW 81% OPT 11% BF 8%)	4,057,793	98% Female	60+	\$72,000	22%	\$64.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Bluestem Brands Affluent Consumer Package Insert Program	Inserts will be collated in a 6" x 9" envelope, included in merchandise shipments and sent to customers of Appleseed's, Draper's & Damon's, Norm Thompson, Sahalie, Tog Shop and WinterSilks. These responsive consumers enjoy shopping for fine apparel and accessories with a focus on style and comfort.	1,645,000	95% Female	60+	\$95,000	40%	\$110.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Draper's & Damon's Catalog Blow-in	Draper's & Damon's caters to well-educated, mature woman offering chic apparel and accessories in sophisticated styles. Customers enjoy "classic" fashion with beautiful detail. They are college-educated, health-conscious and enjoy decorating, crafting, entertaining, gardening, reading, cooking, traveling and more. Inserts will be blown into Draper's & Damon's catalogs.	14,137,000	98% Female	60+	\$90,560	22%	\$175.00	100,000	5" x 6"	.20 oz.

PlusMedia Insert Program Overview | Bluestem Brands

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	% ONLINE BUYERS	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Fingerhut Package Insert Program	Fingerhut offers a wide selection of name-brand merchandise with the flexibility of paying over time, giving consumers an affordable way to purchase the things they want and need. Their customers are homeowners who are accustomed to living on a budget. They frequently shop both as a form of entertainment and a way to provide a comfortable home for their family. They proactively seek opportunities to improve their quality of life and enjoy reading, entertaining at home, and completing DIY projects. Fingerhut's ever-increasing inventory of over 700,000 products offers their customers everything from furniture, home decor, jewelry and apparel to the latest electronics, all with low monthly payments that fit their budget. Your advertisements will be included in Fingerhut merchandise shipments.	2,630,000	56% Female	46+	\$40,000	67%	\$250.00	100,000	5 1/2" x 8"	.25 oz.
Fingerhut Statement Program	Fingerhut offers a wide selection of name-brand merchandise with the flexibility of paying over time, giving consumers an affordable way to purchase the things they want and need. Their customers are homeowners who are accustomed to living on a budget. They frequently shop both as a form of entertainment and a way to provide a comfortable home for their family. They proactively seek opportunities to improve their quality of life and enjoy reading, entertaining at home, and completing DIY projects. Fingerhut's ever-increasing inventory of over 700,000 products offers their customers everything from furniture, home décor, jewelry, and apparel to the latest electronics all with low monthly payments that fit their budget. Your advertisements will be included in Fingerhut merchandise shipments. Inserts will be included in Fingerhut customer billing statements.	13,734,532	56% Female	46+	\$40,000	67%	\$250.00	250,000	3 3/4" x 6 1/2"	.12 oz.
Haband Men's Catalog Blow-in	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will be blown into Haband men's apparel catalogs.	24,492,365	60% Male	60+	\$69,615	12%	\$50.00	100,000	5" x 6"	.20 oz.

PlusMedia Insert Program Overview | Bluestem Brands

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	% ONLINE BUYERS	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Haband Women's Catalog Blow-in	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will be blown into Haband women's apparel catalogs and delivered to these responsive customers.	23,687,616	90% Female	60+	\$69,615	12%	\$50.00	100,000	5" x 6"	.20 oz.
Haband Package Insert Program	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will be collated in a 6" x 9" envelope and included in all Haband merchandise shipments.	2,936,108	60% Female	60+	\$69,615	12%	\$50.00	100,000	5 1/2" x 8"	.25 oz.
Haband Men's Package Insert Program	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will be collated in a 6" x 9" envelope and included in Haband men's merchandise shipments.	1,233,365	60% Male	60+	\$69,615	12%	\$50.00	100,000	5 1/2" x 8"	.25 oz.
Haband Women's Package Insert Program	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will be collated in a 6" x 9" envelope and included in Haband women's merchandise shipments.	1,702,743	90% Female	60+	\$69,615	12%	\$50.00	100,000	5 1/2" x 8"	.25 oz.

PlusMedia Insert Program Overview | Bluestem Brands

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	% ONLINE BUYERS	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Haband Ride-Along	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will ride along with Haband mailings to active customers.	31,353,000	60% Female	60+	\$69,615	12%	\$50.00	200,000	Inquire	.18 oz.
Haband Men's Ride-Along	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will ride-along with Haband mailings sent to households ordering men's merchandise.	14,902,000	60% Male	60+	\$69,615	12%	\$50.00	100,000	Inquire	.18 oz.
Haband Women's Ride-Along	Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more. Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more. Inserts will ride along with Haband mailings to female customers.	16,451,000	90% Female	60+	\$69,615	12%	\$50.00	100,000	Inquire	.18 oz.
Norm Thompson Catalog Blow-in	Norm Thompson caters to well-educated, tech-savvy men and women, offering exceptional apparel, shoes, accessories, and a variety of unique gifts and gourmet foods. Norm Thompson customers are college-educated, tech-savvy and passionate about life. They are investors, collectors, gift givers and value their relationships with family, friends and community. They enjoy reading, cooking, crafting, traveling, food & wine and more. Inserts will be blown into Norm Thompson catalogs and sent to these responsive customers.	17,868,000	93% Female	55+	\$105,804	52%	\$110.00	100,000	5" x 6"	.20 oz.

PlusMedia Insert Program Overview | Bluestem Brands

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	% ONLINE BUYERS	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Old Pueblo Traders Catalog Blow-in	Old Pueblo Traders caters to mature women who enjoy fashionable career and lifestyle clothing and footwear. Old Pueblo Traders customers are creative and enjoy many hobbies such as baking, cooking, reading, gardening, crafting and home decorating. They are health-conscious and enjoy an active lifestyle. Insert will be blown into Old Pueblo Traders catalogs and sent to these responsive customers.	21,556,300	98% Female	60+	\$72,000	15%	\$70.00	100,000	5" x 6"	.20 oz.
Sahalie Catalog Blow-in	Sahalie offers a beautiful collection of apparel, footwear and accessories for men and women that feature high-performance fabrics, organically produced materials and sustainable product alternatives. Sahalie customers are well-educated, tech-savvy and enjoy a variety of hobbies including culinary and fiber arts, reading, home decor, traveling and DIY projects. Inserts will be blown into Sahalie catalogs and sent to these active and responsive customers.	10,820,000	93% Female	50+	\$124,927	52%	\$100.00	100,000	5" x 6"	.20 oz.
The Tog Shop Catalog Blow-in	The Tog Shop caters to mature, well-educated women who value style, quality and comfort, offering an assortment of "classic" apparel and notable fashions. The Tog Shop customers are college-educated, active in their community and dedicated to family and friends. They enjoy many hobbies such as reading, cooking, baking, gardening, home decorating, crafts and more. Inserts will be blown into The Tog Shop catalogs and sent to these active and responsive customers.	12,614,000	98% Female	60+	\$91,691	30%	\$100.00	100,000	5" x 6"	.20 oz.
WinterSilks Catalog Blow-in	WinterSilks offers original apparel, sleepwear, intimates and under layers for men and women that harness the natural insulating power and superior breathability of silk. 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.	8,551,000	88% Female	60+	\$113,169	45%	\$90.00	100,000	5" x 6"	.20 oz.

PlusMedia List Overview

LIST	DESCRIPTION	12-MONTH BUYERS	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY
Bookspan							
Bookspan Masterfile	The Bookspan Masterfile provides access to loyal members of the leading book clubs: Book-of-the-Month, Crafter's Choice, Crossings, Doubleday, Large Print, History, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American, and The Good Cook Book Club. These customers are responsive to offers pertaining to their many interests including cooking, collecting, home decorating, crafts, family fun, donating to their favorite charities and more. The file has many demographic and lifestyle selects available.	183,522	81% Female	54	\$59,000	\$31.42	10,000
Bookspan Former Buyers	The Bookspan Former Book Club Members file provides access to past members of the leading book clubs: Book-of-the-Month, Crafter's Choice, Crossings, Doubleday, Large Print, Science Fiction, Scientific American, and The Good Cook Book Club. In conjunction with transactional and lifestyle enhancement data, the former members file is now available to advertisers for selection by past book club membership, product purchase, and current transactional or interest behavior, as well as age, ethnicity, household income, presence of children and more.	1,810,664	70% Female	54	\$75,000	\$38.00	10,000
Columbia House							
Columbia House DVD Club Masterfile	The Columbia House DVD Club offers more than 8,000 titles from major and independent movie studios. From just-released blockbusters to timeless classics in every genre, members have the convenience of ordering via catalog or online and can even pre-order new releases before they hit stores.	18,764	56% Female	46	\$54,000	\$41.73	10,000
Columbia House Former DVD Club Buyers	Columbia House provides access to its former buyers in conjunction with transactional and lifestyle enhancement data. Advertisers are able to select the DVD buyers by past purchase genre and current transactional or interest behavior, age, ethnicity, household income, presence of children and more.	166,399	60% Female	44	\$75,000	\$38.00	10,000
YourMusic.com Former Members	YourMusic.com was a music subscription service offering releases in every popular genre. In conjunction with transactional and lifestyle enhancement data, the former members file is now available to advertisers for selection by past music genre purchase, and current transactional or interest behavior, as well as age, ethnicity, household income, presence of children and more. These music fans are ideal prospects for collectibles, memberships, fundraising, self-improvement, children and family, travel offers and more.	3,917,595	70% Female	50	\$75,000	\$38.00	10,000

PlusMedia List Overview

LIST	DESCRIPTION	12-MONTH BUYERS	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY
Crutchfield							
Crutchfield Masterfile	Crutchfield offers advertisers the opportunity to partner with a leader in the consumer electronics industry that reaches high quality direct mail-responsive households. Crutchfield customers are tech-savvy. 100% credit card buyers who have the disposable income to purchase the latest electronics and gadgets for their home and car. The Crutchfield buyer is far from your average consumer; they seek the latest in technology and keep up to date on new and future products. Their interests include home entertainment, collectible automobiles, do-it-yourself hobbies and crafts (woodworking, science and mechanics), active outdoors and sports, reading and home improvement, with continuous upgrades to their internet and mobile phone service.	495,266	82% Male	47	\$82,000	\$325.00	10,000
Crutchfield Masterfile - Enhanced	Crutchfield now offers advertisers the ability to better target their prospects by using demographic or lifestyle enhancements. Crutchfield is a leader in the consumer electronics industry that reaches high quality direct mail-responsive households. Crutchfield customers are tech-savvy 100% credit card buyers who have the disposable income to purchase the latest electronics and gadgets for their home and car. Their interests include home entertainment, collectible automobiles, do-it-yourself hobbies and crafts (woodworking, science and mechanics) active outdoors and sports, reading and home improvement, with continuous upgrades to their internet and mobile phone service.	495,266	82% Male	47	\$82,000	\$325.00	10,000
Crutchfield Masterfile - Wiland Direct Modeling Masterfile	Wiland Direct members can apply their prospect models to the Crutchfield file to reach their ideal target audience. Crutchfield offers advertisers the opportunity to partner with a leader in the consumer electronics industry that reaches high quality direct mail-responsive households. Crutchfield customers are tech-savvy 100% credit card buyers who have the disposable income to purchase the latest electronics and gadgets for their home and car. Their interests include home entertainment, collectible automobiles, do-it-yourself hobbies and crafts (woodworking, science and mechanics), active outdoors and sports, reading and home improvement, with continuous upgrades to their internet and mobile phone service.	495,266	82% Male	47	\$82,000	\$325.00	17,000

PlusMedia List Overview

LIST	DESCRIPTION	12-MONTH BUYERS	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY
Direct Wines							
Direct Wines Masterfile	Direct Wines markets a wide variety of premium wines to customers using their Laithwaites brand continuity club. These upscale consumers have spent \$69.99 for their introductory case and receive new shipments every three months. They also have the option to make single purchases. Direct Wines customers have discretionary income to spend and their interests include cooking, fundraising, gardening, travel and leisure, reading, children and family and more.	432,882 (total universe)	60% Male	59	\$81,000	\$175.00	10,000