



# MEDIA OPPORTUNITIES

YOUR SOURCE TO REACH A WIDE RANGE  
OF SAVVY SHOPPERS

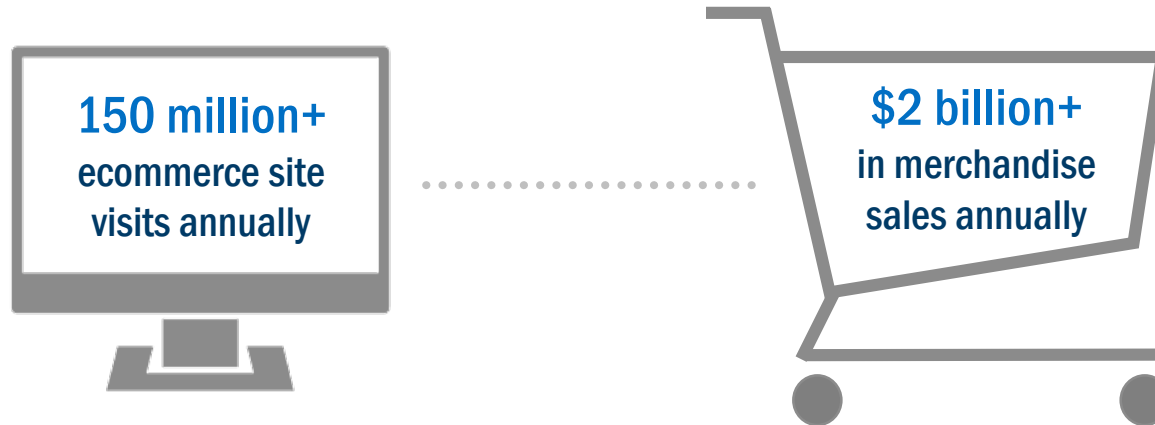


Multiple in-home media opportunities to reach consumers in a buying mode.



# DRIVE SALES

with a fast-growing ecommerce company



**bluestem**  
brands, inc.

APPLESEED'S

BEDFORD FAIR

BLAIR

DRAPER'S & DAMON'S

FINGERHUT<sup>®</sup>  
New You Can't

*Gold Violin*  
Active Independent Living

*Haband!*

linen<sup>source</sup>

*Norm Thompson*

OLD PUEBLO TRADERS

sahalie

THE  
TCG SHOP

WinterSilks

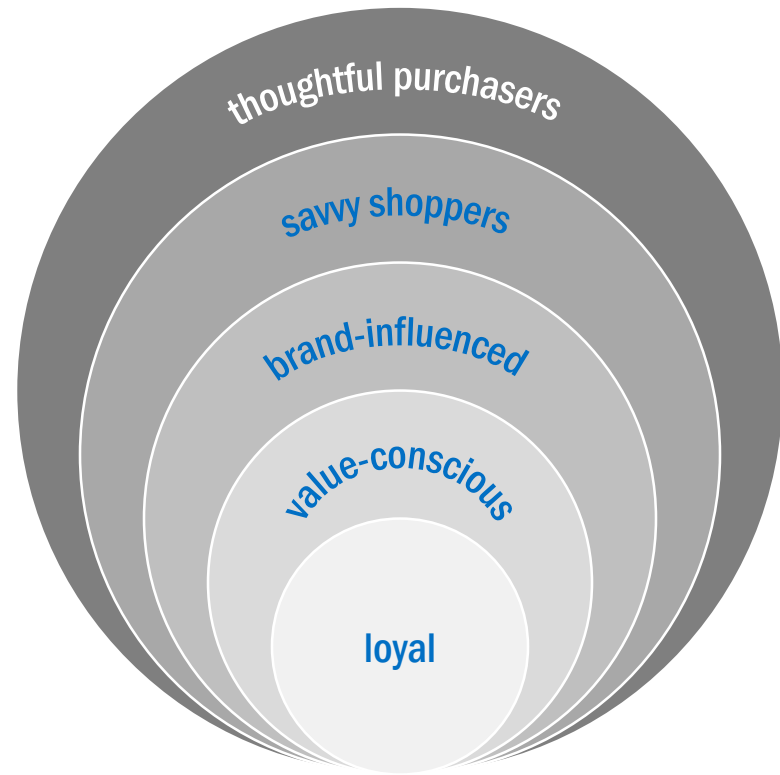
# TAP INTO THE POWER OF BLUESTEM BRANDS

## Access a diverse audience of millions

Bluestem Brands is the parent company to 16 fast-growing, dynamic, ecommerce retail brands serving a rapidly-growing, underserved market. Their customers range from young adults furnishing their first home to seniors with established lifestyles.



*Bluestem Brands customers are highly conscious of how they spend their money and enjoy the security of shopping for well-known, dependable brands.*



# TARGET ECOMMERCE CONSUMERS

## who are in pursuit of the American dream

Fingerhut offers a wide selection of name-brand merchandise with 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 affordable low monthly payments that fit their budget.

56% female

Age 46+

\$40,000 HHI

**FINGERHUT**  
Now You Can!™

**SONY**

**Fisher-Price**

**KEURIG**

**Hanes**



**fitbit.**



**DELL**

**BLACK+DECKER**

**DEWALT**

**SKECHERS**

Featured brands carried by Fingerhut.



# TARGET A NICHE SENIOR AUDIENCE

## with a range of style & spending preferences

Each of the below apparel and home/hard goods brands caters to a unique style/ value niche within the 55+ market.

Their customers are mature adults, active retirees, baby boomers and seniors who seek value, style, quality and convenience. They are active with family and friends and enjoy donating to charities, gift-giving and traveling.

These consumers like to shop for innovative and fresh merchandise and are frequent buyers of health & beauty and home décor items.

Primarily female

Age 55+

\$86,000 HHI

12 distinct brands to help drive business with the Boomer target:

APPLESEED'S

BEDFORD FAIR

BLAIR

DRAPER'S & DAMON'S

*Gold Violin*  
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*Norm Thompson*

OLD PUEBLO TRADERS

sahalie

THE  
TOG SHOP

WinterSilks



# REACH BLUESTEM BRANDS CUSTOMERS in multiple ways

Bluestem Brands offers a variety of programs to connect with their loyal customers. Reach this captive audience of proven buyers in their homes where they are primed to make additional purchases.

## INSERTS & SAMPLING OPPORTUNITIES

**12,000,000+**  
merchandise shipments  
annually

- Can select by brand
- Category exclusivity
- Turn-key printing available

## CATALOG BLOW-INS & RIDE-ALONGS

**420,000,000+**  
catalogs & ride-alongs  
mailed annually

- 380MM+ catalogs
- 44MM+ ride-alongs
- Category exclusivity
- Turn-key printing available

## BILLING STATEMENTS

**16,000,000+**  
billing statements  
mailed annually

- Selects available
- Category exclusivity
- Turn-key printing available

**INQUIRE ABOUT INTEGRATED DIGITAL OPPORTUNITIES**

# BLUESTEM BRANDS PARTNERS

Bluestem Brands represents leading national advertisers



AARP®



Centrum®



GEICO®



GENERAL MILLS



HEARTLAND QUALITY  
OMAHA STEAKS®  
SINCE 1917



Physicians  
Mutual®



SAFE STEP  
WALK-IN TUB CO.



ScriptRelief



St. Jude Children's  
Research Hospital  
ALSAC • Danny Thomas, Founder

2016 Advertisers



# SECURE YOUR SPACE WITH BLUESTEM BRANDS

## Contact us today

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