

The Tog Shop Catalog Blow-in

13,530,000 Annually

Media Rate: \$35/M

The Tog Shop caters to mature 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 responsive customers.



CONSUMER PROFILE

- 98% Female
- Age 60+
- 86% Home Owners
- Average Income: \$91,691
- 30% Online Buyers

PROGRAM NOTES

- Inquire for package insert opportunities
- Inquire for turn-key print production

PROGRAM SPECS

Source
Direct Mail

Average Order Value
\$100.00

Minimum Quantity
100,000

Maximum Size
5" x 6"

Minimum Size
3 1/2" x 5"

Maximum Weight
.20 oz.

Maximum Inserts
Inquire

ADDITIONAL OPPORTUNITIES

- Appleseed's Catalog Blow-in
- Bedford Fair Catalog Blow-in
- Blair Home Catalog Blow-in
- Blair Men's Catalog Blow-in
- Blair Women's Catalog Blow-in
- Draper's & Damon's Catalog Blow-in
- Gold Violin Catalog Blow-in
- Haband Ride-Along
- Haband Men's Catalog Blow-in
- Haband Men's Ride-Along
- Haband Women's Catalog Blow-in
- Haband Women's Ride-Along
- LinenSource Catalog Blow-in
- Norm Thompson Catalog Blow-in
- Old Pueblo Traders Catalog Blow-in
- Sahalie Catalog Blow-in
- Solutions Catalog Blow-in
- WinterSilks Catalog Blow-in

THE
TOG SHOP

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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