

Crutchfield Catalog Blow-in

12,259,000 Annually

Media Rate: \$35/M



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.

CONSUMER PROFILE

- 82% Male
- Average Age: 47
- Average Income: \$82,000
- 77% College Educated
- 78% Married
- Homeowners

PROGRAM USAGE

- Apparel
- Auto Insurance
- Insurance
- Satellite TV

ADDITIONAL OPPORTUNITIES

Crutchfield Catalog On-Page
Crutchfield Masterfile
Crutchfield Masterfile – Enhanced
Crutchfield Wiland Direct Modeling Masterfile

PROGRAM SPECS

Source

Direct Mail, Online

Average Order Value

\$325.00

Minimum Quantity

100,000

Maximum Size

5" x 6"

Minimum Size

3 1/2" x 5 1/2"

Maximum Weight

.25 oz. (inquire for overweight)

Maximum Inserts

2

CRUTCHFIELD

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:

Sandra Roscoe | Phone: 203.448.4810 | Fax: 203.748.6600 | sandra.roscoe@plusme.com