

firstSTREET Catalog Blow-in

3,685,000 Annually

Media Rate: \$35/M



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.

CONSUMER PROFILE

- 57% Female
- Average Age: 70
- Median Income: \$50,000

PROGRAM SPECS

Source

Internet, Direct Mail

Average Order Value

\$50-\$150

Minimum Quantity

100,000

Maximum Size

6" x 6 ½"

Minimum Size

3 ½" x 5"

Maximum Weight

.20 oz.

Maximum Inserts

2

firstSTREET
FOR BOOMERS AND BEYOND®

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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