

# Old Pueblo Traders Catalog Blow-in

15,386,800 Annually

Media Rate: \$35/M

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.

Inserts will be blown into Old Pueblo Traders catalogs and sent to these responsive customers.

## CONSUMER PROFILE

- 98% Female
- Age 60+
- 82% Home Owners
- Average Income: \$72,000
- 15% Online Buyers

## PROGRAM NOTES

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

## 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
- Sahalie Catalog Blow-in
- Solutions Catalog Blow-in
- The Tog Shop Catalog Blow-in
- WinterSilks Catalog Blow-in



## PROGRAM SPECS

Source  
Direct Mail

Average Order Value  
\$70.00

Minimum Quantity  
100,000

Maximum Size  
5" x 6"

Minimum Size  
3 1/2" x 5"

Maximum Weight  
.20 oz.

Maximum Inserts  
Inquire

**OLD PUEBLO TRADERS**

*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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