# Sahalie Package Insert Program

## **200,000** Annually

Sahalie offers a beautiful collection of apparel, footwear and accessories for men and women that feature high-performance fabrics, organically produced materials and sustainable product alternatives.

Sahalie customers are well-educated, tech-savvy and enjoy a variety of hobbies including culinary and fiber arts, reading, home décor, traveling and DIY projects.

Inserts will be collated in a 6" x 9" envelope, included in Sahalie merchandise shipments and sent to these active and responsive customers.



#### **PROGRAM SPECS**

Media Rate: \$60/M

Source Direct Mail

Average Order Value \$100.00

Minimum Quantity 25,000

Maximum Size 5 ½" x 8 ½"

Minimum Size 3 ½" x 5"

Maximum Weight .25 oz.

Maximum Inserts 8

#### **CONSUMER PROFILE**

- 93% Female
- Age 50+
- 89% Home Owners
- Average Income: \$124,927
- 52% Online Buyers

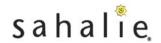
#### **PROGRAM NOTES**

- Inquire for sampling and hand-drop opportunities
- Inquire for catalog blow-in opportunities
- Inquire for turn-key print production

### ADDITIONAL OPPORTUNITIES

- Appleseed's PIP
- Bedford Fair PIP
- Blair PIP
- Blair Men's PIP
- Blair Women's & Home PIP
- Draper's & Damon's PIP
- Gold Violin PIP
- Haband Ride-Along
- Haband PIP

- Haband Men's PIP
- Haband Men's Ride-Along
- Haband Women's PIP
- Haband Women's Ride-Along
- Norm Thompson PIP
- Old Pueblo Traders PIP
- The Tog Shop PIP
- WinterSilks PIP



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.

