

Haband Package Insert Program

3,575,000 Annually

Media Rate: \$60/M

Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more.

Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more.

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

CONSUMER PROFILE

- 60% Female
- Age 60+
- 84% Home Owners
- Average Income: \$69,615
- 12% Online Buyers

PROGRAM NOTES

- Inquire for sampling and hand-drop opportunities
- Inquire for catalog blow-in and ride-along 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 Men's PIP
- Haband Men's Ride-Along
- Haband Women's PIP
- Haband Women's Ride-Along
- Norm Thompson PIP
- Old Pueblo Traders PIP
- Sahalie PIP
- The Tog Shop PIP
- WinterSilks PIP



PROGRAM SPECS

Source

Direct Mail

Average Order Value

\$50.00

Minimum Quantity

100,000

Maximum Size

5 1/2" x 8"

Minimum Size

3 1/2" x 5"

Maximum Weight

.25 oz.

Maximum Inserts

12

Haband!
Style, Comfort & Value!

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