

# Bedford Fair Catalog Blow-in

13,751,200 Annually

Media Rate: \$35/M

Bedford Fair offers a wide variety of apparel, footwear, intimates and accessories for both career and casual lifestyles.

Bedford Fair customers are mature women who value comfort, quality and style. They appreciate a variety of hobbies including reading, gardening, crafting, cooking and more. They enjoy spending time with family and friends traveling or entertaining at home.

Inserts will be blown into Bedford Fair catalogs and sent to these responsive customers.

## CONSUMER PROFILE

- 98% Female
- Age 60+
- 82% Home Owners
- Average Income: \$72,000
- 19% Online Buyers

## PROGRAM NOTES

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

## ADDITIONAL OPPORTUNITIES

- Appleseed's 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
- Old Pueblo Traders 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  
\$60.00

Minimum Quantity  
100,000

Maximum Size  
5" x 6"

Minimum Size  
3 1/2" x 5"

Maximum Weight  
.20 oz.

Maximum Inserts  
Inquire

BEDFORD FAIR®

*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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