

Bluestem Brands Affluent Consumer Package Insert Program

1,859,500 Annually

Media Rate: \$60/M

Inserts will be collated in a 6" x 9" envelope, included in merchandise shipments and sent to customers of Appleseed's, Draper's & Damon's, Gold Violin, LinenSource, Norm Thompson, Sahalie, Tog Shop and WinterSilks. These responsive consumers enjoy shopping for fine apparel and accessories with a focus on style and comfort.

CONSUMER PROFILE

- 95% Female
- Age 60+
- Average Income: \$95,000+

PROGRAM NOTES

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

ANNUAL CIRCULATION BY BRAND

- Appleseed's – 430,000
- Draper's & Damon's – 400,000
- Gold Violin – 149,500
- LinenSource – 85,000
- Norm Thompson – 240,000
- Sahalie – 200,000
- Tog Shop – 240,000
- WinterSilks – 115,000



PROGRAM SPECS

Source
Direct Mail

Average Order Value
\$110.00

Minimum Quantity
100,000

Maximum Size
5 ½" x 8 ½"

Minimum Size
3 ½" x 5"

Maximum Weight
.25 oz.

Maximum Inserts
8

ADDITIONAL OPPORTUNITIES

- Bedford Fair PIP
- Blair PIP
- Blair Men's PIP
- Blair Women's & Home PIP
- Haband Ride-Along
- Haband PIP
- Haband Men's PIP
- Haband Men's Ride-Along
- Haband Women's PIP
- Haband Women's Ride-Along
- Old Pueblo Traders PIP

APPLESEED'S DRAPER'S & DAMON'S *Gold Violin* Active Independent Living linensource

Norm Thompson
escape from the ordinary

sahalie

THE TOG SHOP

WinterSilks

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