

Norm Thompson Catalog Blow-in

16,180,000 Annually

Media Rate: \$35/M

Norm Thompson caters to men and women who wish to "escape from the ordinary," offering exceptional apparel, shoes and accessories, as well as a variety of unique gifts and gourmet foods.

Norm Thompson customers are college-educated, tech-savvy and passionate about life. They are investors, collectors, gift givers and value their relationships with family, friends and community. They enjoy reading, cooking, crafting, traveling, food & wine and more.

Inserts will be blown into Norm Thompson catalogs and sent to these responsive customers.



CONSUMER PROFILE

- 93% Female
- Age 55+
- 89% Home Owners
- Average Income: \$105,804
- 52% Online Buyers

PROGRAM NOTES

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

PROGRAM SPECS

Source

Direct Mail

Average Order Value

\$110.00

Minimum Quantity

100,000

Maximum Size

5" x 6"

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3 1/2" x 5"

Maximum Weight

.20 oz.

Maximum Inserts

Inquire

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.

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
- Old Pueblo Traders Catalog Blow-in
- Sahalie Catalog Blow-in
- Solutions Catalog Blow-in
- The Tog Shop Catalog Blow-in
- WinterSilks Catalog Blow-in

Norm Thompson
escape from the ordinary®



To inquire about advertising opportunities in this program, please contact:

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