

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Barnes & Noble									
Barnes & Noble.com Package Insert Program	Barnes & Noble.com is the premier destination for books, eBooks, magazines, toys & games, music, and DVDs. They have over five million unique monthly visitors and provide advertisers the opportunity to reach these loyal customers by including an insert into their shipments and online advertisements throughout the Barnes & Noble.com website. The Barnes & Noble customer is college-educated, digitally-savvy, enjoys traveling, and is a frequent online shopper for products such as fragrances, cosmetics, apparel, home décor, collectibles, food and gifts.	6,900,000	60% Female	40	\$65,000	\$30.00- \$50.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Bookspan									
Bookspan Package Insert Program	Reach a diverse audience of Bookspan club members with a wide range of interests. Package enclosures will be distributed in positive-order book shipments from the following clubs: Book-of-the Month, Crafter's Choice, Crossings, Doubleday, History, Large Print, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American and The Good Cook.	420,000	81% Female	54	\$59,000	\$31.42	50,000	5 1/2" x 7 1/2"	.25 oz.
Bookspan Ride-Along	Reach a diverse audience of Bookspan club members with a wide range of interests. Package enclosures will be distributed in positive-order book shipments from the following clubs: Book-of-the Month, Columbia House, Crafter's Choice, Crossings, Doubleday, History, Large Print, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American and The Good Cook.	4,525,000	81% Female	54	\$59,000	\$35.48	100,000	5 1/2" x 8 1/2"	.25 oz.
Bradford Exchange									
Bradford Checks Reactivation Ride-Along	Bradford Exchange Checks is an affiliated company of The Bradford Exchange™, a recognized world authority in fine collectible art since 1973. It was a natural combination to unite exclusive designer personal checks with masterpieces by today's top artists from The Bradford Exchange. This inspired pairing of personal check printing and fine artistry thrilled collectors and art enthusiasts alike. Your insert will ride along in the reactivation mailings sent to the 13-24 month check buyers.	600,000	75% Female	50	\$50,000	\$25.00	100,000	5 1/2" x 8 1/2"	.25 oz.

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Columbia House									
Columbia House DVD Club Ride-Along	Columbia House mails catalogs to its club members approximately every three weeks, showcasing the latest DVD releases and top selling titles as well as a featured "Director's Selection" that members can elect to purchase. Package enclosures will accompany these highly anticipated catalog mailings.	570,000	56% Female	45	\$54,000	\$41.73	50,000	5 3/4" x 8 1/4"	.25 oz.
Country Curtains									
Country Curtains Blow-In	For over 60 years, Country Curtains has been providing quality curtains and home décor products, allowing their customers to make inviting, cozy and beautiful homes enjoyed by family and friends. Their customers are interested in gardening, cooking, decorating, scrapbooking, antiques and the convenience of shopping at home. Country Curtains is allowing companies to ride along with their catalog mailings sent directly to homes nationwide.	16,000,000	90% Female	45	\$75,000	\$100.00	100,000	6" x 6"	.20 oz.
Crutchfield									
Crutchfield Catalog Blow-in	Crutchfield offers advertisers the opportunity to partner with a leader in the consumer electronics industry who reaches high quality direct mail-responsive households. Crutchfield customers are tech-savvy, 100% credit card buyers who have the disposable income to purchase the latest electronics and gadgets for their home and car. The Crutchfield buyer is far from your average consumer; they seek the latest in technology and keep up to date on the new and future products. Their interests include home entertainment, collectible automobiles, reading, home improvement, sports and outdoors, and more.	12,259,000	82% Male	47	\$82,000	\$325.00	100,000	5" x 6"	.25 oz.
Disney									
Disney Movie Club Gold Package Insert Program	For more than 80 years, Disney has been touching the hearts of young children and adults with their magic. This Disney Movie Club offers families the opportunity to cherish their favorite movies inspired by Walt Disney's beloved characters. Club members choose from hundred of DVD titles. Inserts will be loosely collated with the DVD shipments.	4,005,000	78% Female	37	\$65,000	\$29.95	100,000	5" x 7"	.25 oz.
Disney Movie Club Ride-Along	For more than 80 years Disney has been touching the hearts of young children and adults with their magic. The Disney Movie Club is a magical way of reaching out and offering families the opportunity to cherish their favorite movies inspired by Walt Disney's beloved characters. Club members may choose from hundreds of DVD and Blu-ray titles available – and all the magic is delivered right to your door!	12,575,000	78% Female	37	\$65,000	\$29.95	100,000	5 1/2" x 8 1/2"	.20 oz.

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Disney Movie Club Package Insert Program	The Disney Movie Club allows families to enjoy their favorite Disney Movies from the comfort of home. Club members can choose from hundreds of DVD titles featuring Walt Disney's beloved characters, and the movies are delivered right to their door. Disney Movie Club offers advertisers looking to target young families residing in Canada (excludes province of Quebec). The opportunity to reach these families includes inserts/brochures within the shipments. All advertisements are loose within the movie shipment, providing maximum exposure and awareness to your brand.	158,000	78% Female	37	\$65,000	\$29.95	20,000	5" x 7"	.25 oz.
Disney Movie Club Canadian Ride-Along	Your insert will ride along in the Featured Title mailings sent to active Disney Movie Club members. The mailing consists of the catalog, special offers, as well as the featured title to which members must respond.	600,000	78% Female	37	\$65,000	\$29.95	50,000	5 1/2" x 8 1/2"	.20 oz.
Famous Smoke Shop									
Famous Smoke Shop Package Insert Program	For over 76 years, Famous Smoke Shop has been providing the finest cigar products at the best prices delivered conveniently to the homes of their distinguished customers throughout the U.S., Canada and worldwide. Famous Smoke Shop is allowing 2-3 inserts/samples to be hand-dropped into their shipments.	470,000	95% Male	50+	\$75,000	\$115.00	30,000	8 1/2" x 11"	.5 oz.
Famous Smoke Shop Catalog Blow-in	For over 76 years, Famous Smoke Shop has been providing the finest cigar products at the best prices delivered conveniently to the homes of their distinguished customers throughout the U.S., Canada and worldwide. Famous Smoke Shop is allowing 1-2 blow-ins to ride along with their best customer catalog mailings.	600,000	95% Male	50+	\$75,000	\$160.00	50,000	6" x 6"	.25 oz.

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firstSTREET									
firstSTREET Catalog Blow-in	firstSTREET is the leading direct marketer of innovative products for Boomers and Beyond in the United States. firstSTREET's success in marketing to boomers and beyond stems from an in-depth understanding of the wants/needs of this very targeted audience. Some of their well-known products include Perfect Sleep Chair, WOW Computer, and Perfect Choice HD. firstSTREET customers are interested in products pertaining to health/wellness, books, collectibles, music, video, themed gifts and merchandise. They are seniors who are looking to stay active, spend time with their grandchildren and shop for products from the convenience of their home.	3,685,000	57% Female	70	\$50,000	\$75.00	100,000	3 1/2" x 5"	.20 oz
GateHouse Media									
GateHouse Media Newspaper Statement Program	GateHouse Media, Inc. is one of the largest publishers of locally-based print and online media in the U.S., serving local audiences of more than 10 million per week across 21 states (AK, CA, CO, CT, DE, IL, KS, MA, MI, MO, ND, NE, NY, OH, OK, PA, TN, WV) through hundreds of community publications and local websites. The company, which publishes 90 daily and 289 weekly newspapers, is now accepting inserts into its monthly billing statements. Gatehouse requires an insert order form to be completed and submitted for all orders. Inventory codes are required for orders distributing to Halifax and Local Media Group.	1,380,000	55% Female	45	\$102,300	N/A	100,000	3 1/2" x 8 1/2"	.15 oz.

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Keurig									
Keurig Package Insert Program	<p>Keurig Green Mountain is reimagining how beverages can be created, personalized, and enjoyed, fresh-made in homes and workplaces. With an expanding family of more than 70 beloved brands and more than 445 beverage varieties, Keurig® hot beverage system delivers great taste, convenience, and choice. As a company founded on social responsibility, Keurig® is committed to their work to develop resilient supply chains, sustainable products, thriving communities, and a water-secure world.</p> <p>Partners can reach Keurig's loyal customers by including an insert into the POD and accessory shipments (travel mugs, filter cartridges, carafes, pod carousels and more). Keurig accepts up to 3 outside inserts/samples, hand dropped into the shipments providing maximum exposure for the partners.</p> <p>Keurig Requires all inserts going into their shipments include the following : "A special gift for our Keurig Green Mountain Friends".</p>	4,500,000	0%	35	\$50,000	N/A	100,000	8 1/2" x 11"	.25 oz.
PetFlow.com									
Petflow.com Package Insert Program	<p>PetFlow.com is a leading online pet food and supply company that carries over 150 brands of pet food, treats and supplies, including some of the highest quality brands that are not available locally. Inserts are hand-dropped into shipments, sent directly to the home via FedEx.</p>	480,000	85% Female	50	\$65,000	\$80.00	25,000	5 1/2" x 8 1/2"	.25 oz.
Puritan's Pride									
Puritan's Pride Package Insert Program	<p>Puritan's Pride manufactures over 1,400 high quality vitamins, minerals, herbs and other nutritional supplements in their own state-of-the-art facilities throughout the U.S. Inserts will be included in outbound shipments to customers who have ordered from their catalog and website.</p>	2,720,000	75% Female	55	\$50,000	\$75.00	50,000	5 1/2" x 8 1/2"	.25 oz.

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Santander Consumer USA									
Santander Consumer USA Auto Finance & Leases Billing Statement	Santander Consumer USA is a full-service, technology-driven consumer finance company focused on vehicle finance and unsecured consumer lending products. Santander Consumer USA offers financing across the credit spectrum through nearly 14,000 dealers nationwide. Every day, they help thousands of consumers drive their new car home. Reach these consumers by including an insert into the auto finance and lease statements. The billing cycles are the 1st and 15th of each month.	10,800,000	52% Female	41	\$65,000	N/A	100,000	3 1/2" x 7 1/2"	.20 oz.
Staples.com									
Staples Canadian Business Customer Package Insert Program	Staples, Inc. is the world's largest office products company, offering a wide range of supplies, technology, furniture and business services. Staples operates over 1,800 office superstores worldwide and also serves its customers through mail order catalog, e-commerce and contract businesses. This program provides access to Staples' Canadian contract business customers	1,920,000	53% Female	48	\$115,114 CAD	Inquire	100,000	5 1/2" x 8 1/2"	.25 oz.
Staples.com Package Insert Program	Staples offers a wide range of office supplies, technology, furniture and business services, with over 1,800 office superstores worldwide, a mail order catalog, e-commerce and contract businesses. Reach their loyal buyers with the Staples package insert programs, targeting businesses and consumers in the U.S.	8,500,000	53% Female	48	\$87,000	\$150.00	250,000	5 1/2" x 8 1/2"	.25 oz.
Swanson Health Products									
Swanson Health Products Catalog Blow-In	Swanson Health Products is a leader in providing quality vitamins and supplements to retirees who enjoy the convenience of shopping at home and having everything shipped directly to them. They are dedicated to offering the highest quality products at the best price. Swanson Health Products customers are mail orders buyers who enjoy gardening and spending time with family and friends. They are seeking offers/products related to health, insurance, gifts/collectibles, food delivery, personal security, apparel, home décor, hearing aids and safety items such as walk-in bath tubs, convertible beds and chairs. Reach these desirable consumers by including an insert into Swanson Health Products catalogs that are mailed directly to the homes of responsive buyers.	6,000,000	55% Female	60	\$50,000	Inquire	100,000	6" x 6"	.20 oz.
The Children's Place									
The Children's Place Package Insert Program	The Children's Place is the largest pure-play children's specialty apparel retailer in North America. The Company designs, contracts to manufacture and sells fashionable, high-quality merchandise at value prices.	4,860,000	98% Female	40	\$80,000	\$75.00	100,000	5 1/2" x 8 1/2"	.25 oz.

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Welcome Wagon									
Welcome Wagon New Mover Gift Book Program	Welcome Wagon is the world's largest welcoming service to the new mover. Reach these movers and their families within 2-3 weeks of their move by including an insert with the Welcome Wagon Gift Book. Inserts will be placed on top of the book which is enclosed in a mailing envelope.	1,320,000	50% Female	38	\$71,000	N/A	110,000	5 1/2" x 8"	.25 oz.
Yves Rocher									
Yves Rocher Package Insert Program	Yves Rocher is the world leader in botanical beauty care, offering a wide variety of beauty products that are scientifically derived from plants. Yves Rocher's botanical beauty care product line includes skin care, body care, hair care, makeup, and natural fragrances. All products are made to be environmentally friendly, right down to the very packages they are supplied in. Your insert will be included in outgoing merchandise packages shipped to recent Yves Rocher beauty buyers.	256,000	95% Female	60	\$53,000	\$41.00	25,000	5 1/2" x 8 1/2"	.25 oz.

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Bookspan							
Bookspan Masterfile	The Bookspan Masterfile provides access to loyal members of the leading book clubs: Book-of-the-Month, Crafter's Choice, Crossings, Doubleday, Large Print, History, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American, and The Good Cook Book Club. These customers are responsive to offers pertaining to their many interests including cooking, collecting, home decorating, crafts, family fun, donating to their favorite charities and more. The file has many demographic and lifestyle selects available.	183,522	81% Female	54	\$59,000	\$31.42	10,000
Bookspan Former Buyers	The Bookspan Former Book Club Members file provides access to past members of the leading book clubs: Book-of-the-Month, Crafter's Choice, Crossings, Doubleday, Large Print, Science Fiction, Scientific American, and The Good Cook Book Club. In conjunction with transactional and lifestyle enhancement data, the former members file is now available to advertisers for selection by past book club membership, product purchase, and current transactional or interest behavior, as well as age, ethnicity, household income, presence of children and more.	1,810,664	70% Female	54	\$75,000	\$38.00	10,000

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Columbia House							
Columbia House DVD Club Masterfile	The Columbia House DVD Club offers more than 8,000 titles from major and independent movie studios. From just-released blockbusters to timeless classics in every genre, members have the convenience of ordering via catalog or online and can even pre-order new releases before they hit stores.	18,764	56% Female	46	\$54,000	\$41.73	10,000
Columbia House Former DVD Club Buyers	Columbia House provides access to its former buyers in conjunction with transactional and lifestyle enhancement data. Advertisers are able to select the DVD buyers by past purchase genre and current transactional or interest behavior, age, ethnicity, household income, presence of children and more.	166,399	60% Female	44	\$75,000	\$38.00	10,000
YourMusic.com Former Members	YourMusic.com was a music subscription service offering releases in every popular genre. In conjunction with transactional and lifestyle enhancement data, the former members file is now available to advertisers for selection by past music genre purchase, and current transactional or interest behavior, as well as age, ethnicity, household income, presence of children and more. These music fans are ideal prospects for collectibles, memberships, fundraising, self-improvement, children and family, travel offers and more.	3,917,595	70% Female	50	\$75,000	\$38.00	10,000
Crutchfield							
Crutchfield Masterfile	Crutchfield offers advertisers the opportunity to partner with a leader in the consumer electronics industry that reaches high quality direct mail-responsive households. Crutchfield customers are tech-savvy. 100% credit card buyers who have the disposable income to purchase the latest electronics and gadgets for their home and car. The Crutchfield buyer is far from your average consumer; they seek the latest in technology and keep up to date on new and future products. Their interests include home entertainment, collectible automobiles, do-it-yourself hobbies and crafts (woodworking, science and mechanics), active outdoors and sports, reading and home improvement, with continuous upgrades to their internet and mobile phone service.	495,266	82% Male	47	\$82,000	\$325.00	10,000

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Crutchfield Masterfile - Enhanced	Crutchfield now offers advertisers the ability to better target their prospects by using demographic or lifestyle enhancements. Crutchfield is a leader in the consumer electronics industry that reaches high quality direct mail-responsive households. Crutchfield customers are tech-savvy 100% credit card buyers who have the disposable income to purchase the latest electronics and gadgets for their home and car. Their interests include home entertainment, collectible automobiles, do-it-yourself hobbies and crafts (woodworking, science and mechanics) active outdoors and sports, reading and home improvement, with continuous upgrades to their internet and mobile phone service.	495,266	82% Male	47	\$82,000	\$325.00	10,000
Crutchfield Masterfile - Wiland Direct Modeling Masterfile	Wiland Direct members can apply their prospect models to the Crutchfield file to reach their ideal target audience. Crutchfield offers advertisers the opportunity to partner with a leader in the consumer electronics industry that reaches high quality direct mail-responsive households. Crutchfield customers are tech-savvy 100% credit card buyers who have the disposable income to purchase the latest electronics and gadgets for their home and car. Their interests include home entertainment, collectible automobiles, do-it-yourself hobbies and crafts (woodworking, science and mechanics), active outdoors and sports, reading and home improvement, with continuous upgrades to their internet and mobile phone service.	495,266	82% Male	47	\$82,000	\$325.00	17,000
Direct Wines							
Direct Wines Masterfile	Direct Wines markets a wide variety of premium wines to customers using their Laithwaites brand continuity club. These upscale consumers have spent \$69.99 for their introductory case and receive new shipments every three months. They also have the option to make single purchases. Direct Wines customers have discretionary income to spend and their interests include cooking, fundraising, gardening, travel and leisure, reading, children and family and more.	432,882 (total universe)	60% Male	59	\$81,000	\$175.00	10,000