

# Blair Home Catalog Blow-in

9,193,654 Annually

Media Rate: \$35/M

Blair offers women's and men's apparel and accessories, as well as décor and furnishings for every room in the home.

Blair home customers are passionate about creating a beautiful and comfortable environment to enjoy with family, friends and pets. They also appreciate cooking, baking and indoor & outdoor entertaining.

Inserts will be blown into Blair home catalogs and sent to these responsive customers.

## CONSUMER PROFILE

- 96% Female
- Age 60+
- 80% Home Owners
- Average Income: \$72,000
- 21% Online Buyers

## PROGRAM NOTES

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

## ADDITIONAL OPPORTUNITIES

- Appleseed's Catalog Blow-in
- Bedford Fair 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**  
\$65.00

**Minimum Quantity**  
100,000

**Maximum Size**  
5" x 6"

**Minimum Size**  
3 1/2" x 5"

**Maximum Weight**  
.20 oz.

**Maximum Inserts**  
Inquire

**BLAIR®**

*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](mailto:sandra.roscoe@plusme.com)