LinenSource Package Insert Program

85,000 Annually Media Rate: \$60/M

LinenSource caters to passionate women in the prime of their lives, offering luxury home décor from bedding to sheets, slipcovers, wall décor, towels and more.

LinenSource customers are college-educated, creative and enjoy home decorating, crafting, cooking, food & wine, reading, entertaining, traveling and more.

Inserts will be collated in a 6"x 9" envelope, included in LinenSource merchandise shipments and delivered to these responsive customers.

CONSUMER PROFILE

- 96% Female
- Age 60+
- 88% Home Owners
- Average Income: \$111,602
- 20% Online Buyers

PROGRAM NOTES

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

ADDITIONAL OPPORTUNITIES

- Appleseed PIP
- Arizona Mail Order PIP
- Bedford Fair PIP
- Blair PIP
- Blair Men's PIP
- Blair Women's & Home PIP
- Draper's & Damon's PIP
- Gold Violin PIP
- Haband Ride-Along
- Haband PIP



PROGRAM SPECS

Source Direct Mail

Average Order Value \$100.00

Minimum Quantity 25,000

Maximum Size 5 ½" x 8 ½"

Minimum Size 3 ½" x 5"

Maximum Weight .25 oz.

Maximum Inserts 8

- Haband Men's PIP
- Haband Men's Ride-Along
- Haband Women's PIP
- Haband Women's Ride-Along
- Norm Thompson PIP
- Sahalie PIP
- The Tog Shop PIP
- WinterSilks PIP



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.

