

Yves Rocher Package Insert Program

256,000 Annually

Media Rate: \$65/M



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. Yves Rocher customers enjoy the convenience of selecting quality beauty products through personalized mailings that fit easily into a busy lifestyle. These women respond well to apparel, jewelry, collectibles, food and gift, books, music and video, and health and fitness offers.

CONSUMER PROFILE

- 95% Female
- Average Age: 60
- Average Income: \$53,000
- 5% Online buyers
- 75% Multibuyers

PROGRAM NOTES

- Material required four weeks prior to mail date

PROGRAM USAGE

- AARP
- Apparel
- Checks
- Collectible Dolls
- Health Insurance
- Health/Wellness
- Jewelry
- Magazine Subscription
- Publisher's Clearing House
- Wigs
- Wine Mailer
- Yankee Candle



PROGRAM SPECS

Source

Direct Mail, Inserts, Internet

Average Sale

\$41.00

Minimum Quantity

25,000

Maximum Size

5 1/2" x 8 1/2"

Minimum Size

3" x 5"

Maximum Weight

.25 oz. (inquire for overweight)

Minimum Weight

.04 oz.

Maximum Inserts

12 non-competitive

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:

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