

Sahalie Catalog Blow-in

11,715,000 Annually

Media Rate: \$35/M

Sahalie offers a beautiful collection of apparel, footwear and accessories for men and women that feature high-performance fabrics, organically produced materials and sustainable product alternatives.

Sahalie customers are well-educated, tech-savvy and enjoy a variety of hobbies including culinary and fiber arts, reading, home décor, traveling and DIY projects.

Inserts will be blown into Sahalie catalogs and sent to these active and responsive customers.



CONSUMER PROFILE

- 93% Female
- Age 50+
- 89% Home Owners
- Average Income: \$124,927
- 52% 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 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
- Norm Thompson Catalog Blow-in
- Old Pueblo Traders 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

\$100.00

Minimum Quantity

100,000

Maximum Size

5" x 6"

Minimum Size

3 ½" x 5"

Maximum Weight

.20 oz.

Maximum Inserts

Inquire

sahalie

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