

Barnes & Noble.com Package Insert Program

6,900,000 Annually

Media Rate: \$65/M



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.

CONSUMER PROFILE

- 60% Female
- Average Age: 40
- Average Income: \$65,000+
- 54% households with children
- Tech Savvy
- Purchases current technology
- Frequents YouTube
- Shares photos/videos with family and friends

PROGRAM NOTES

- Turn-key print production services available; advertiser to supply creative; printing costs are in addition to media fees and must be pre-paid prior to printing
- Inquire for Sampling Opportunities

PROGRAM SPECS

Source

Digital

Unit of Sale

\$30.00 - \$50.00

Minimum Quantity

100,000

Maximum Size

5 1/2" x 8 1/2"

Minimum Size

3 1/2" x 6"

Maximum Weight

.25 oz. (inquire for overweight)

Maximum Inserts

4

BARNES & NOBLE

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