

Haband Ride-Along

27,652,000 Annually

Media Rate: \$60/M

Haband caters to consumers seeking quality fashions and lifestyle products, offering a variety of men's and women's apparel and accessories, home furnishings, gifts, gadgets and more.

Haband customers are passionate about life. They are investors, gift givers and care about their health. Customers also enjoy hobbies like reading, gardening, cooking, food & wine, sports, collectibles and more.

Inserts will ride along with Haband mailings to active customers.

CONSUMER PROFILE

- 60% Female
- Age 60+
- 84% Home Owners
- Average Income: \$69,615
- 12% Online Buyers

PROGRAM NOTES

- Inquire for package insert opportunities
- Inquire for catalog blow-in opportunities
- Inquire for turn-key print production

ADDITIONAL OPPORTUNITIES

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



PROGRAM SPECS

Source
Direct Mail

Average Order Value
\$50.00

Minimum Quantity
200,000

Maximum Size
Inquire

Minimum Size
3 1/2" x 5"

Maximum Weight
.18 oz.

Maximum Inserts
Inquire

Haband!
Style, Comfort & Value!

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