

LinenSource Catalog Blow-in

8,760,000 Annually

Media Rate: \$35/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, travelling and more.

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

CONSUMER PROFILE

- 96% Female
- Age 60+
- 88% Home Owners
- Average Income: \$111,602
- 44% 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
- Norm Thompson Catalog Blow-in
- Old Pueblo Traders Catalog Blow-in
- Sahalie 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

\$160.00

Minimum Quantity

100,000

Maximum Size

5" x 6"

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3 ½" x 5"

Maximum Weight

.20 oz.

Maximum Inserts

Inquire

linensource

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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