

Gold Violin Catalog Blow-in

7,325,240 Annually

Media Rate: \$35/M

Gold Violin offers unique and upscale products and gifts, thoughtfully designed to aid in independent, active living at any age.

Gold Violin customers are well-educated, philanthropic, tech-savvy and enjoy a variety of hobbies including cooking, crafting, gardening, fiber arts, reading, exercising, traveling and interior decorating. Customers are also sports enthusiasts and enjoy collecting memorabilia.

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

CONSUMER PROFILE

- 92% Female
- Age 65+
- 85% Home Owners
- Average Income: \$91,356
- 46% 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
- 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
- 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
\$70.00

Minimum Quantity
100,000

Maximum Size
5" x 6"

Minimum Size
3 1/2" x 5"

Maximum Weight
.20 oz.

Maximum Inserts
Inquire



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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