

Blair Women's Group Package Insert Program

4,755,000 Annually

Media Rate: \$60/M

Inserts will be collated in a 6" x 9" envelope, included in merchandise shipments and sent to customers of Blair Women's & Home, Bedford Fair and Old Pueblo Traders.

Customers enjoy shopping for a wide variety of fashions, intimate apparel and footwear for their career and casual lifestyle.

Bedford Fair – 8%
Blair Women's – 81%
Old Pueblo Traders – 11%

CONSUMER PROFILE

- 98% Female
- Age 60+
- Average Income: \$72,000

PROGRAM NOTES

- Inquire for sampling and hand-drop opportunities
- Inquire for catalog blow-in opportunities
- Inquire for turn-key print production

ADDITIONAL OPPORTUNITIES

- Blair Group PIP
- Blair Men's PIP
- Bluestem Brands Affluent Consumer PIP
- Haband PIP
- Haband Ride-Along
- Haband Men's PIP
- Haband Men's Ride-Along
- Haband Women's PIP
- Haband Women's Ride-Along



PROGRAM SPECS

Source

Direct Mail, Magazines, FSIs, Online

Average Order Value

\$64.00

Minimum Quantity

100,000

Maximum Size

5 ½" x 8 ½"

Minimum Size

3 ½" x 5"

Maximum Weight

.25 oz.

Maximum Inserts

12

BLAIR

BEDFORD FAIR

OLD PUEBLO TRADERS

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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