

Keurig Package Insert Program

4,500,000 Annually



Keurig Green Mountain is reimagining how beverages can be created, personalized, and enjoyed, fresh-made in homes and workplaces. With an expanding family of more than 70 beloved brands and more than 445 beverage varieties, Keurig® hot beverage system delivers great taste, convenience, and choice.

As a company founded on social responsibility, Keurig® is committed to their work to develop resilient supply chains, sustainable products, thriving communities, and a water-secure world.

Partners can reach Keurig's loyal customers by including an insert into the POD and accessory shipments (travel mugs, filter cartridges, carafes, pod carousels and more). Keurig accepts up to 3 outside inserts/samples, hand dropped into the shipments providing maximum exposure for the partners.

CONSUMER PROFILE

- Age: 71% 35+
- Income: 68% \$50,000+

PROGRAM NOTES

- Auto delivery is approximately 30% of the monthly circulation
- Estimated duplication is 2-3 months
- Inquire about overweight inserts
- Inserts must include the following copy: "A special gift for our Keurig Green Mountain Friends".
- Samples must include a SKU

PROGRAM SPECS

Source
Buyers

Average Order Value
N/A

Minimum Quantity
100,000

Maximum Size
8 ½" x 11"

Minimum Size
3 ½" x 6"

Maximum Weight
.25 oz.

Maximum Inserts
3

KEURIG®

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