



FIGIS GALLERY CATALOG BLOW-INS

FIGI'S GALLERY HOME & GIFTS catalog makes its' customers lives easier with great values and fun and functional items for them, their families and friends. It offers home decor, bedding, housewares, jewelry, garden accents, apparel, collectibles, gifts and much more. The average age ranges between 55 - 65 and average income ranges between \$45K - \$55K.

 [Download Data Card file](#)

SEGMENTS	PRICE	ID NUMBER
10,707,505 TOTAL UNIVERSE / BASE RATE	\$35.00/M	NextMark 421664
3,101,386 2017 Big Book 8 x 10 Catalog Blow-in	\$35.00/M	Manager 24075
7,606,119 2017 Slim Jim Catalog Blow-In	\$35.00/M	
939,426 8/2/17 Slim Jim Catalog Blow-In	\$35.00/M	UNIVERSE
210,202 8/23/17 Slim Jim Catalog Blow-In		
353,335 11/22/17 Slim Jim Catalog Blow-In	\$35.00/M	10,707,505

DESCRIPTION

FIGI'S GALLERY makes its customers' lives easier with great values and fun and functional items for them, their families and friends. It offers home decor, bedding, housewares, jewelry, garden accents, apparel, collectibles, gifts and much more. The average age ranges between 55-65 and average income ranges between \$45K-\$55K.

LIST TYPE

Consumer



SOURCE

DIRECT MAIL (CATALOG) INTERNET

Material Ship-To:

Quad Graphic's requirements and are attached to this data card. Please inquire for Donnelley/LSC s

LIST MAINTENANCE

Figis Blow-In Program	(After March 1, 2017) RR Donnelley/LSC, Attn: Kenneth VonEbers, 1300 Sauk Ave., Baraboo, WI 53913	Counts through	05/10/2017
Ship-To:		Last update	05/15/2017
		Next update	10/30/2017

FIGIS GALLERY CAALOG

BIG BOOK BLOW-IN

AVAILABILITY - 2nd Half **SOLD OUT **SOLD OUT****
2017

Book Size
 Pages
 Quantity
 Slots Available

FIGIS GALLERY CATALOG

SLIM JIM BLOW-IN

AVAILABILITY - 2nd Half **8/2/2017 **11/22/2017****
2017

Book Size	6" x 10"	6" x 10"
Pages	68 pages	68 pages
Quantity	939,426	353,335
Slots Available	1-must be 3.5" x 5"	1-must be 3.5" or 3 5/8" x 5"

There is also a 210,202 SLIM JIM Slot available for 8/23/17 Distribution

Piece specifications

Single page cards:7 pt stock or #78 HB unctd, #80 coated

Folded inserts: 50# (must be coated), caliper maximum .008, 4-8 pages max

Sizes

Big Book (7.4375" x 9.75"):

- Minimum: 3.5" x 5"
- Maximum: 4.4375" x 6.5"

Slim-Jim (6" x 10.5"):

- 3.5" x 5" or 3 5/8" x 5" (only sizes that work) For weight max/min: please inquire.

All reservations must be fulfilled 8 weeks prior to the "need by date" with one of the following: Order placement, confirmation of reservation in writing, or cancellation of reserved space in writing. Failure to do so may result in forfeit of reserved space and full charges for the entire space reserved. Key codes must be provided a minimum of 6 weeks prior to distribution.

SELECTS

2017 Total Slots Schedule

GEOGRAPHY

USA

UNIT OF SALE INFORMATION

Average: **\$92**

GENDER PROFILE

Male: **18%**
 Female: **79%**

AVERAGE INCOME

Dollar: **\$50,000**

MINIMUM ORDER

Quantity: **100,000**
 Dollar: **\$**

NET NAME ARRANGEMENTS

Net Name is not allowed.

EXCHANGES

Exchange is not allowed

KEY CODING

All offers must be pre-cleared by the list owner. Sample piece is required for approval.

Key Coding is not available

Space in these programs can only be confirmed and held with a purchase order. A \$100.00/F cancellation charge and full insertion charges apply if the order is cancelled within 120 days of the insertion date.

For the quickest, most efficient service when sending in your orders, clearance requests and count requests please direct them to our comprehensive email address:

orders@adrearubin.com .

Successful blow-in offers include: gifts & collectibles, hearing aids, and multiple magazine and merchandise offers.

DIMENSIONS

- Maximum Size: Inquire
- Minimum Size: Inquire
- Oversized: No
- Maximum Weight: Less than 1/4 ounce
- Overweight: No
- Maximum Inserts: 2

ADDITIONAL NOTES

Shipping Information: RR Donnelley/LSC, Attn: Kenneth VonEbers, 1300 Sauk Avenue. Baraboo, WI 53913. (608) 355-3678

USAGE

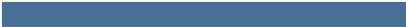
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PROFILE

2017 Total Slots Schedule

8/2/17 Slim Jim	939,426	
8/23/17 Slim Jim	210,202	
11/22/17 Slim Jim	353,335	

CONTACTS

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★ = Primary contact