



Stoneberry's catalogs revolving charge Statement Insert Program allows you to reach the women that have purchased products that include home furnishings, accessories, apparel, footwear, electronics, appliances, jewelry, personal care products, toys and more through direct mail. These women will receive your offer with their monthly billing statement.

## SEGMENTS

|         |           |
|---------|-----------|
| 330,000 | January   |
| 315,000 | February  |
| 305,000 | March     |
| 305,000 | April     |
| 300,000 | May       |
| 300,000 | June      |
| 315,000 | July      |
| 304,000 | August    |
| 300,000 | September |
| 310,000 | October   |
| 330,000 | November  |
| 325,000 | December  |

## DESCRIPTION

Stoneberry's catalogs revolving charge Statement Insert Program allows you to reach the women that have purchased products that include home furnishings, accessories, apparel, footwear, electronics, appliances, jewelry, personal care products, toys and more through direct mail. These women will receive your offer with their monthly billing statement.

Visit:

[www.stoneberry.com](http://www.stoneberry.com)

We recommend this program for a variety of offers

## ID NUMBER

**StoneberryInserts**

### UNIVERSE

**3,739,000**

### BASE PRICE

**\$ 60 / M**

### LIST TYPE

**Consumer**



## SOURCE

Direct mail sold

## LIST MAINTENANCE

|                |                   |
|----------------|-------------------|
| Market entry   | <b>05/11/2011</b> |
| New to manager | <b>05/11/2011</b> |
| New to system  | <b>05/11/2011</b> |
| Counts through | <b>02/28/2015</b> |
| Last update    | <b>03/09/2015</b> |
| Next update    | <b>06/01/2015</b> |

## SELECTS

## UNIT OF SALE INFORMATION

Average: **\$125**

## GENDER PROFILE

Male: **30%**  
Female: **70%**

## AVERAGE INCOME

Dollar: **\$40,000**

## MINIMUM ORDER

Quantity: **25,000**  
Dollar: **\$**

## NET NAME ARRANGEMENTS

**Net Name is not allowed.**

## EXCHANGES

**Exchange is not allowed**

including: home décor, gifts, travel, food, gardening, health, beauty and fitness, jewelry, books and magazines, and general merchandise.

**This program will be successful for video clubs, credit card, general merchandise, cosmetics, children's, insurance, horticulture, fashion, gift, collectible, food, jewelry, fundraising, publishing and home furnishings offers.**

Average Age is 50  
Average Income is \$40,000  
Average Purchase is \$125  
Gender is 70% female

**SAMPLE AND EXACT WEIGHT MUST BE SUBMITTED FOR APPROVAL**

**SHIPPING INFORMATION**

Materials must be delivered no more than 2 weeks and no less than 1 week prior to the insertion date. Receipt of product in advance of 2 weeks may incur storage charges.

Please ship your materials to the following address:

Colony Brands Inc.

Attn: Tim Schroeder

1401 9th Avenue

Monroe, WI 53566-1364

Contact the following individuals to schedule a delivery:

Lisa Scardina (608) 328-8690 and/or Lois Heeren (608) 328-8903

**STONEBERRY STATEMENT USAGE (thru 01/28/15):**

Buena Vista Home Entertainment

Defender Direct

Direct TV (DirectTV)

Ellison Media Company

FirstSTREET Online

Guthy Renker

Health & Beauty Mailer - Name Withheld

Health & Safety Mailer - Name Withheld

Insurance Mailer - Name Withheld - 1

Insurance Mailer - Name Withheld - 2

Insurance Mailer - Name Withheld - 3

Live Ops

Luscinia Health

Satellite Provider - Name Withheld

Stratford Career Institute

The Bradford Group

**KEY CODING**

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**Key Coding is available**

Charges:

**ADDRESSING**

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**DIMENSIONS**

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- Maximum Size: 3 3/4" X 7"
- Minimum Size: 3" x 4"

- Oversized: Yes
- Maximum Weight: 1/5 ounce
- Overweight: Yes
- Maximum Inserts: 3

#### ADDITIONAL NOTES


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SAMPLE AND EXACT WEIGHT MUST BE SUBMITTED FOR APPROVAL  
SHIPPING INFORMATION Materials must be delivered no more than 2 weeks  
and no less than 1 week prior to the insertion date. Receipt of product in  
advance of 2 weeks may incur storage charges.

#### CONTACTS

| NAME                | ROLE                             | EMAIL  | PHONE          | FAX            |
|---------------------|----------------------------------|--|----------------|----------------|
| ★ Tim Hauer         | Ass't. Alternative Media<br>Mgr. | <a href="mailto:hauertim@imsdm.com">hauertim@imsdm.com</a> | (608) 324-4456 | (608) 324-4503 |
| ★ = Primary contact |                                  |  |                |                |

#### CATEGORIES

 List Manager > [IMS List Services](#)

 List Manager > [Managed Insert Programs](#)

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