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American Stationery Catalog Blow In Program

The American Stationery Blow In Program allows marketers to reach consumers who purchase personalized stationery and related accessories as well as bridal shower invitations and gifts. These consumers have the discretionary income to purchase products that surpass mass-produced "off-the-shelf" quality. They want unique invitations, paper products and gifts that delight their recipients.

SEGMENTS

SELECTS

3,192,000 Total Universe / Universe Rate \$35.00/M

DESCRIPTION

The American Stationery Blow In Program allows marketers to reach consumers who purchase personalized stationery and related accessories as well as bridal shower invitations and gifts. These consumers have the discretionary income to purchase products that surpass mass-produced "off-the-shelf" quality. They want unique invitations, paper products and gifts that delight their recipients. These consumers "think out of the box" and purchase products ranging from wedding invitations and favors to hand-bordered stationery. The American Stationery Catalog features high quality personalized stationery, informal notes, business stationery and related products for personal use and gift giving. The items are especially geared towards an upscale, literary audience who enjoy purchasing a "wardrobe" of stationery products.

ADDRESSING

Consumer Quick Stats:

- 85% Female
- 65% aged 50+
- 81% Married
- 50% enjoy incomes above \$85,000
- 84% homeowners

Mailing Quantities:

MAIL QTY	IN HOME DATE	PIECES DUE
370,000	07/11/16	06/13/16
385,000	08/08/16	07/11/16
417,000	09/06/16	08/08/16
760,000	10/03/16	09/05/16
1,100,000	11/07/16	10/10/16
160,000	12/05/16	11/07/16

These consumers want unique products they can personalize to send to loved ones. Whether sending a "thinking of you" note or planning a wedding, they go the extra mile to choose invitations and gifts that elicit a personal touch. With the American Stationery blow in program, you target consumers who have a high propensity to purchase from upscale gift catalogs and websites. They choose products that reflect personality, creativity and artistry. They take the time to pen a personal note versus a quick email. From trendy to traditional, American Stationery adds a touch of customized elegance not readily found with off the shelf products.

Besides stationery and invitations, these consumers **order related products** including glassware, labels, stamp ware, party accessories, notepads, save the date cards, and tableware. Individuals who purchase personalized stationery and wedding products also buy high quality goods that complement their lifestyles. They **purchase daily products** including housewares, kitchenware, home decor, apparel, mobile devices, electronics, arts and crafts goods, food and beverages and more.

Consumers in this mailing list are receptive to marketing offers from party suppliers, gift retailers, credit card issuers, arts and crafts wholesalers, event planners, caterers, catalogers, hobby stores, and more.

Blow-in card sizes

Minimum – 5" width X 3 1/2" length X .007 (Hi-Bulk) paper caliper or 70# Offset.

Maximum – 6 1/2" width X 6" length X .0095" (Hi-Bulk) paper

DIMENSIONS

Maximum Size: Inquire

Leave a message



Minimum Size: Inquire
Oversized: Inquire
Maximum Weight: Inquire
Overweight: Inquire
Maximum Inserts: 1

ORDERING INSTRUCTIONS

50,000 Name Minimum Order \$0.00 Minimum Price

Exchange is not available

Broker Commission 20% on base

Agency Commission 15% on base

Cancellation fee at \$150.00/F:

All orders will be subject to the terms on both this current rate card and on our actual order.

The broker and advertiser shall be jointly and severally liable for all charges

if order is canceled within 90 days of wanted date for all insert orders. Standby orders excluded

Payment: Credit Cards, Checks and Wire Transfers accepted. Pre-Payment required for new clients.

CONTACT:

Dolores Broderick

PHONE:

203-456-3327

FAX:

203-917-3754

EMAIL:

[Dolores Broderick](mailto:Dolores.Broderick)



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