

- [Contact Us](#)
- [Subscribe](#)
  
- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)



ADREA RUBIN  
MARKETING



ADREA RUBIN  
MARKETING

#### Datacard Hub

- [About](#)
  - [Our Story](#)
  - [Executive Team](#)
  - [Testimonials](#)
  - [Diversity Vendor](#)
  - [Awards, Affiliations & Participation](#)
- [Services](#)
  - [What We Do](#)
  - [ARM Advantage](#)
- [Verticals](#)
  - [Insurance](#)
  - [Financial Services](#)
  - [Generational Marketing](#)
- [Case Studies](#)
  - [Automotive Insurance Campaign](#)
  - [Life Insurance Carrier](#)
- [Blogs](#)
- [Datacard Hub](#)



ADREA RUBIN  
MARKETING



ADREA RUBIN  
MARKETING

- [About](#)
- [Services](#)
  - [What We Do](#)
  - [ARM Advantage](#)
- [Verticals](#)
  - [Insurance](#)
  - [Financial Services](#)
  - [Generational Marketing](#)
- [Case Studies](#)
  - [Automotive Insurance Campaign](#)
  - [Life Insurance Carrier](#)
- [Blogs](#)
- [Datacard Hub](#)

# Datacard Hub

[Refine search](#) | [New Search](#)

[Print](#) | [Email](#)

## FIGIS GALLERY CATALOG BLOW-INS

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 50 - 60 and average income ranges between \$40K - \$60K.

 [Download Data Card file](#)

### SEGMENTS

### PRICE ID NUMBER

399,296	TOTAL UNIVERSE / BASE RATE	\$35.00/M	NextMark	421664
399,296	2016 Big Book 8 x 10 Catalog Blow-in Circulation (January-June 2016)	\$35.00/M	Manager	24075
2,569,767	2016 Slim Jim Catalog Blow-In Circulation (January - June 2016)	\$35.00/M		

### UNIVERSE

### 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 50-60 and average income ranges between \$40K-\$60K.

399,296

### LIST TYPE

Consumer



### Material Ship-To:

[Karen Leal](#)

Quad Graphics

Ship To: N11896 Hwy. 175

Lomira, WI 53048-2718

USA

### SOURCE

DIRECT MAIL (CATALOG) INTERNET

### LIST MAINTENANCE

A complete list of Quad shipping requirements available upon request and are attached to this data card.

Counts through	01/31/2016
Last update	02/23/2016
Next update	03/22/2016

Mail Date	1/25/16	4/27/16
Book Size	Big Book	Big Book
Pages	84 pages	84 pages
Quantity	247,085	227,554
Number of inserts	2	2

### SELECTS

2015 Schedule

**Mail Date** [1/22/16](#) [2/17/2016](#) [3/09/2016](#) [3/30/2016](#) [4/29/2016](#) [5/27/2016](#)

Book Size	Slim Jim					
Pages	68 Pages	68 Pages	68 Pages	68 Pages	68 Pages	68 Pages
Quantity	666,901	233,971	551,831	300,955	452,243	290,235
Number of inserts	1	1	1	1	1	1

**GEOGRAPHY**

USA

**UNIT OF SALE INFORMATION**

Average: **\$92**

**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" (only size that works) 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.

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

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 90 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](mailto:orders@adrearubin.com) .

**DIMENSIONS**

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

**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**

**Key Coding is not available**

## ADDITIONAL NOTES

Shipping Information: Karen Leal, Quad Graphics, N11896 Hwy. 175, Lomira, WI 53048-2718 USA - (414-566-2100)

## ▣ USAGE

Eargo

▣ The Bradford Group

## CONTACTS

NAME	ROLE	EMAIL	PHONE	FAX
Caroline Gensone	Director of Data Sales	<a href="mailto:carolineg@adrearubin.com">carolineg@adrearubin.com</a>	804-364-1642	(212) 983-0107
Tina Torres	Account Coordinator	<a href="mailto:tinat@adrearubin.com">tinat@adrearubin.com</a>	(646) 487-3777	(212) 983-0107
★ Alan Zamchick	Director of Data Sales	<a href="mailto:alanz@adrearubin.com">alanz@adrearubin.com</a>	646-487-3772	(212) 983-0107

★ = Primary contact

[Terms of Use](#)

mailing lists powered by  **NextMark**

[Go to top](#)

©2015 Adrea Rubin Marketing, Inc. & Adrea Rubin Media, Inc.

[Go to top](#)

[About](#) | [Services](#) | [Verticals](#) | [Case Studies](#) | [Blogs](#) | [Datacard Hub](#) | [Privacy Policy](#) | [Contact Us](#) | [Newsletter Subscription](#)