



Masseys Shoe Company Catalogs Statement Insert Program

Massey's catalogs revolving charge Statement Insert Program(which includes the following catalogs: Massey Shoe, K. Jordan) allows you to reach the women that have purchased shoes, apparel and accessories, and general merchandise through direct mail. These women will receive your offer with their monthly billing statement.

SEGMENTS

245,000	January
240,000	February
240,000	March
250,000	April
250,000	May
250,000	June
270,000	July
275,000	August
285,000	September
295,000	October
295,000	November
280,000	December

DESCRIPTION

Massey's catalogs revolving charge Statement Insert Program(which includes the following catalogs: Massey Shoe, K. Jordan) allows you to reach the women that have purchased shoes, apparel and accessories, and general merchandise through direct mail. These women will receive your offer with their monthly billing statement.

Visit:

www.masseys.com

www.kjordan.com

www.stoneberry.com

We recommend this program for a variety of offers including: home décor, gifts, travel, food, gardening, health, beauty and fitness, jewelry, and general merchandise.

ID NUMBER

MasseyInserts

UNIVERSE	BASE PRICE
3,175,000	\$ 60 / M

LIST TYPE

Consumer



SOURCE

Direct mail sold

LIST MAINTENANCE

Market entry	01/01/2005
New to manager	01/01/2005
New to system	01/15/2003
Counts through	02/28/2015
Last update	03/09/2015
Next update	06/01/2015

SELECTS

UNIT OF SALE INFORMATION

Average:	\$118
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GENDER PROFILE

Male:	10%
Female:	90%

AVERAGE INCOME

Dollar:	\$40,000
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MINIMUM ORDER

Quantity:	25,000
Dollar:	\$

NET NAME ARRANGEMENTS

Net Name is not allowed.

EXCHANGES

Exchange is not allowed

KEY CODING

Key Coding is available

Charges:

ADDRESSING

Average Age is 40-55

Average Income is \$40,000

Average Purchase is \$118

Gender is 90% 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

Massey Shoe Usage (thru 01/31/14):

Defender Direct

Direct TV (DirectTV)

Health & Beauty Mailer - Name Withheld

Health & Safety Mailer - Name Withheld

Insurance Mailer - Name Withheld - 1

Insurance Mailer - Name Withheld - 2

Luscinia Health

Satellite Provider - Name Withheld

Stratford Career Institute

The Bradford Group

DIMENSIONS

- Maximum Size: 3 3/4" X 7 1/2"
- Minimum Size: 3" x 5"
- Oversized: Yes
- Maximum Weight: 1/5 ounce
- Overweight: Yes
- Maximum Inserts: 3

ADDITIONAL NOTES

CONTACTS

NAME

ROLE

EMAIL

PHONE


FAX


★ Tim Hauer

Ass't. Alternative Media Mgr. hauertim@imsdm.com (608) 324-4456 (608) 324-4503

★ = Primary contact

CATEGORIES

 List Manager > [IMS List Services](#)

 List Manager > [Managed Insert Programs](#)
