



## Montgomery Ward Catalog Blow-in Program

Your inserts will be delivered in the Montgomery Wards catalog mailings targeting active and highly responsive direct marketing buyers that have made recent purchases. The Montgomery Wards Blow-in Program allows you to reach the customers that have purchased products that include home furnishings, accessories, apparel, electronics, jewelry, beauty, personal care products, and more!

### SEGMENTS

6,000,000	January
	February
2,000,000	March
650,000	April
200,000	May
500,000	June
	July
5,145,000	August
260,000	September
4,120,000	October
2,650,000	November
	December

### DESCRIPTION

Your inserts will be delivered in the Montgomery Wards catalog mailings targeting active and highly responsive direct marketing buyers that have made recent purchases. The Montgomery Wards Blow-in Program allows you to reach the customers that have purchased products that include home furnishings, accessories, apparel, electronics, jewelry, beauty, personal care products, and more!

Average Age is 57  
 Average Income is \$58,000  
 Average Purchase is \$100  
 Gender is 90% female

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

### SHIPPING INFORMATION

### ID NUMBER

**MWBIP**

UNIVERSE	BASE PRICE
<b>21,525,000</b>	<b>\$ 50 / M</b>

### LIST TYPE

**Consumer**

### SOURCE

Direct mail sold

### LIST MAINTENANCE

Market entry	
New to manager	
New to system	<b>11/10/2008</b>
Counts through	<b>02/28/2015</b>
Last update	<b>03/24/2015</b>
Next update	<b>06/01/2015</b>

### SELECTS

### UNIT OF SALE INFORMATION

Average:	<b>\$100</b>
----------	--------------

### GENDER PROFILE

Male:	<b>10%</b>
Female:	<b>90%</b>

### AVERAGE INCOME

Dollar:	<b>\$58,000</b>
---------	-----------------

### MINIMUM ORDER

Quantity:	<b>100,000</b>
Dollar:	<b>\$</b>

### NET NAME ARRANGEMENTS

**Net Name is not allowed.**

### EXCHANGES

**Exchange is not allowed**

### KEY CODING

**Key Coding is available**

Charges:

### ADDRESSING

Materials must be delivered no more than 4 weeks and no less than 3 weeks prior to the insertion date. Receipt of product in advance of 4 weeks may incur storage charges.

**SHIPPING ADDRESS:**

Quad Graphics, Inc  
N11896 Highway 175  
Lomira, WI 53048-  
2718  
Attn: Lee Kitts

**DIMENSIONS**

---

- Maximum Size: 6" x 6"
- Minimum Size: 3 1/2" x 5"
- Oversized: Inquire
- Maximum Weight: 1/5 ounce
- Overweight: Inquire
- Maximum Inserts: 2


**ADDITIONAL NOTES**

---

**CONTACTS**

NAME	ROLE	EMAIL	PHONE	FAX
★ Tim Hauer	Ass't. Alternative Media 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](#)

---