



Seventh Avenue Catalog Blow-in Program

Your inserts will be delivered in the Seventh Avenue catalog mailings targeting active and highly responsive direct marketing buyers that have made recent purchases. The Seventh Avenue 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

9,100,000	January
1,000,000	February
1,200,000	March
925,000	April
175,000	May
435,000	June
10,600,000	July
330,000	August
2,475,000	September
912,000	October
6,600,000	November
	December

DESCRIPTION

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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

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.

ID NUMBER

7BIP

UNIVERSE **BASE PRICE**

33,752,000 **\$ 50 / M**

LIST TYPE

Consumer

SOURCE

Direct mail sold

LIST MAINTENANCE

Market entry
New to manager
New to system **01/18/2007**
Counts through **02/28/2015**
Last update **03/24/2015**
Next update **06/01/2015**

SELECTS

UNIT OF SALE INFORMATION

Average: **\$100**

GENDER PROFILE

Male: **10%**
Female: **90%**

AVERAGE INCOME

Dollar: **\$58,000**

MINIMUM ORDER

Quantity: **100,000**
Dollar: **\$**

NET NAME ARRANGEMENTS

Net Name is not allowed.

EXCHANGES

Exchange is not allowed

KEY CODING

Key Coding is available

Charges:

ADDRESSING

SHIPPING ADDRESS:

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

DIMENSIONS

- Maximum Size: 4" 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
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★ = Primary contact

CATEGORIES

 List Manager > [IMS List Services](#)
 List Manager > [Managed Insert Programs](#)
