



Ginny's Catalog Blow-in Program

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

2,150,000	January
1,800,000	February
540,000	March
540,000	April
840,000	May
	June
1,095,000	July
3,985,000	August
	September
915,000	October
2,475,000	November
	December

DESCRIPTION

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Average Age is 57
 Average Income is \$57,000
 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

ID NUMBER

GBIP

UNIVERSE	BASE PRICE
14,340,000	\$ 50 / M

LIST TYPE

Consumer

SOURCE

Direct mail sold

LIST MAINTENANCE

Market entry	
New to manager	
New to system	06/04/2008
Counts through	02/28/2015
Last update	03/24/2015
Next update	06/01/2015

SELECTS

UNIT OF SALE INFORMATION

Average:	\$100
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GENDER PROFILE

Male:	10%
Female:	90%

AVERAGE INCOME

Dollar:	\$57,000
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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

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
855 Caperton Blvd
Martinsburg, WV 25403

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
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★ = Primary contact				

CATEGORIES

 List Manager > [IMS List Services](#)
 List Manager > [Managed Lists](#)
