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Carol Wright Gifts Catalog Blow-In Program

SEGMENTS

55,685,150	TOTAL UNIVERSE / BASE RATE	\$35.00/M
55,685,150	Estimated Annual Catalogs	\$35.00/M

DESCRIPTION

Carol Wright Gifts offers a diverse assortment of helpful health, beauty, and home products to direct shoppers who look for value and practicality. Among a wide variety of personal and handy household products are unique "As-Seen-on-TV" products.

Carol Wright Presents Hundreds of Practical Products by Category

- Home Furnishings
- Housewares
- Outdoor & Garden
- Luggage
- Health & Beauty
- Apparel
- Shoes
- Personal Care
- Organizational Products

Insertion into the **Carol Wright** catalogs is an excellent way to put your message into the hands of customers shopping for apparel, housewares, gardening, gifts, and children's products. This female consumer (70% female, 21% male) has an average age of 50+. They have a household income of \$50,000 and spend an average of \$55 per order. 67% purchase with a credit card, while 33% pay with cash.

DEMOGRAPHICS/PROFILE

Women	70%
Men	21%
Average Income	\$50,000

SOURCE

Package insert sold

GENERAL COMMENTS

All shipments must be packed in convenient cartons - no bulk pack, no gaylords. Shipments improperly packed will be refused. Any redelivery charges will be at the mailer's expense. All cartons must be clearly marked with quantity per carton, total number of cartons per shipment, total quantity per shipment, key code, mailer name and program name. All material must be shipped prepaid. If inserts are not received on time, insertion dates will not be guaranteed. Infogroup reserves the right to cancel any order upon 60 days written notice prior to the insertion date without penalty. Infogroup requires a cancellation notice 120 days prior to the mail date or full insertion charges may be incurred. Mailer is responsible for a \$150/L cancellation fee on all cancelled orders. Payment is due 30 days from invoice date. All quantities are based on projected distribution. Owner makes no warranties, representations or guarantees regarding insertion dates or quantities. Owner reserves the right to modify or delay insertion numbers and mailing dates. Owner shall not be liable for any delays in delivery of package inserts and is not liable for any special, direct, indirect, incidental or consequential damages, including, but not limited, to loss of income or loss of profits, rising out of or relating to this insertion order. This program does not allow first right of refusal. Overweight and hand insertion charges are not commissionable. NEITHER INFOGROUP NOR THE PROGRAM OWNER GUARANTEES THAT INSERTION QUANTITIES WILL BE MET. WE ASSUME NO LIABILITY FOR PIECES NOT DISTRIBUTED ON TIME DUE TO FLUCTUATIONS IN SALES, CHANGES IN MAIL DATES OR CIRCULATION QUANTITIES. INSERTION DATES FOR TIME SENSITIVE PIECES CANNOT BE GUARANTEED.

ID NUMBERS

DMI NUMBER	
NEXTPMARK NUMBER	229496
MIN NUMBER	121413

LIST TYPE

Consumer

CURRENCY

US DOLLAR

GENDER

MALE	21%
FEMALE	70%

UNIT OF SALE

Average:	\$55
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INCOME

\$50,000

MINIMUM ORDER REQUIREMENTS

NAMES:	250,000
DOLLARS:	\$

COUNTS THROUGH

01/31/2017

CARD UPDATED

05/04/2017

UPDATE CYCLE

ANNUALLY

NEXT UPDATE

11/30/2017

DIMENSIONS

- Maximum Size: 6" x 6"
- Minimum Size: 3 1/2" x 5"
- Oversized: No
- Maximum Weight: 1/5 ounce
- Overweight: No
- Maximum Inserts: 1

PRICING

Terms:

15% Commission to Recognized Brokers

CONTACT

	SendOrdersTo	MediaOrders@Infogroup.com	mediaorders@infogroup.com	
Order Contact	* Pamela Osgood		pamela.osgood@infogroup.com	(402) 836-5172
Account Manager	Anthony Dinino		anthony.dinino@infogroup.com	(402) 836-5108

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Contact Us

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