



Colony Brands Package - Fashion Hand Insert Program

Colony Brands Package - Fashion Hand Insert Program offers a 100% direct mail sold audience of fashion-conscious women. These career women have purchased high fashion apparel and accessories from Monroe & Main and Midnight Velvet catalogs. What makes this program unique, is your ad is hand inserted exclusively into outgoing packages.

SEGMENTS

41,000	January
39,000	February
27,000	March
31,000	April
23,000	May
10,000	June
16,000	July
26,000	August
26,000	September
15,000	October
23,000	November
30,000	December

DESCRIPTION

Colony Brands Package - Fashion Hand Insert Program offers a 100% direct mail sold audience of fashion-conscious women. These career women have purchased high fashion apparel and accessories from Monroe & Main and Midnight Velvet catalogs.

What makes this program unique, is your ad is hand inserted exclusively into outgoing packages.

Average Age is 56
Average Income is \$72,000
Average Purchase is \$100
Gender is 90% female

Usage as of 2/10/17

AARP

Life Insurance Mailer

Hylands, Inc

M & M Bedding

Quaker Oats

Readers.com

Discount Prescription Card Mailer

ID NUMBER

CBF

UNIVERSE

307,000

BASE PRICE

\$ 60 /M

LIST TYPE

Consumer



SOURCE

Direct mail sold

LIST MAINTENANCE

Market entry	04/01/2011
New to manager	04/01/2011
New to system	03/02/2011
Counts through	01/23/2017
Last update	03/01/2017
Next update	06/01/2017

SELECTS

Hand Insert Fee	16.00 /M
Colony Brands	

UNIT OF SALE INFORMATION

Average:	\$100
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GENDER PROFILE

Male:	10%
Female:	90%

AVERAGE INCOME

Dollar:	\$72,000
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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

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.

DIMENSIONS

- Maximum Size: 5 1/2" x 8 1/2"
- Minimum Size: 3" x 5"
- Oversized: Inquire
- Maximum Weight: 1/4 ounce
- Overweight: Inquire
- Maximum Inserts: 2

ADDITIONAL NOTES



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.

CONTACTS

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★ = Primary contact

CATEGORIES

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