



## Clients

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### Kotula's Catalog Blow In Program

Kotula's offers a unique line of hard to find gifts, gadgets, collectibles, tailgating gear, garage tools and more.

SEGMENTS	PRICE	ID NUMBER
4,284,900 TOTAL UNIVERSE / BASE RATE	\$35.00/M	NextMark Manager 471754

#### DESCRIPTION

"The Guys With The Goods" -- that's a tag line Kotula's takes seriously. At Kotula's, they strive to bring one-of-a-kind items, the latest gadgets, and the best deals in a unique and entertaining way. To bring all these items to their customers, their buyers have traveled the world over looking for unique and useful products that make life easier and more fun. And as a division of Northern Tool + Equipment, they have the enviable position of being able to source thousands of items unavailable to other companies. Customers purchase an array of products in the Bar & Grill, Garage & Auto, Home, Outdoor Living, Sports & Recreation and Tool categories.

#### Demographics:

58% Male/33% Female  
 60% have children between 0-17  
 Average Age: 50  
 Average Income \$80,000

These customers have proven responsive in the Sweeps, Home Decor, Gardening, Travel, Electronics, Health/Fitness, Subscription categories and more.

#### Specs:

Max Size: 5-3/4" x 5-3/4"  
 Max Weight: 0.18 oz.

#### DIMENSIONS

- Maximum Size: Inquire
- Minimum Size: Inquire
- Oversized: No
- Maximum Weight: Inquire
- Overweight: No
- Maximum Inserts: 2

#### OTHER RECOMMENDED LISTS

- [Engineering Services & Products Co.'s ClearSpan Catalog Blow In Program](#)
- [Northern Tool + Equipment Consumer Catalog Blow In Program](#)
- [Sportsman's Guide Monthly Catalog Blow In Program](#)
- [Northern Tool + Equipment Package Insert Program](#)
- [Sportsman's Guide Gift Catalog Blow In Program](#)
- [Johnson Smith's Betty's Attic Blow In Program](#)
- [BaseballSavings.com Hand Drop Package Insert Program](#)
- [Johnson Smith's Lighter Side Blow In Program](#)
- [Johnson Smith Company Hand Drop Package Insert Program](#)

#### UNIVERSE

4,284,900

#### LIST TYPE

Consumer



#### SOURCE

100% Direct Mail

#### LIST MAINTENANCE

Counts through 12/15/2016  
 Last update 04/04/2017  
 Next update 12/31/2017

#### GEOGRAPHY

USA

#### UNIT OF SALE INFORMATION

Average: \$80

#### GENDER PROFILE

Male: 58%  
 Female: 33%

#### AVERAGE INCOME

Dollar: \$80,000

#### MINIMUM ORDER

Quantity: 100,000  
 Dollar: \$

#### NET NAME ARRANGEMENTS

Net Name is not allowed.

#### EXCHANGES

Exchange is not allowed

#### KEY CODING

Key Coding is not available

- [Heartland America Main Blow In Program](#)
- [Johnson Smith's Full of Life Blow In Program](#)
- [Sportsman's Guide Monthly Remail Catalog Blow In Program](#)
- [Engineering Services & Products Co.'s Growers Supply Catalog Blow In Program](#)
- [Sportsman's Guide Ammo/Shooter's Catalog Blow In Program](#)
- [Engineering Services & Products Co. Hand Drop Package Insert Program](#)
- [Heartland America Package Insert Program](#)
- [Engineering Services & Products Co.'s FarmTek Catalog Blow In Program](#)
- [Johnson Smith's Things You Never Knew Existed Blow In Program](#)
- [Sportsman's Guide Package Insert Program](#)
- [Stauer Package Insert Program](#)
- [Northern Tool + Equipment Business Catalog Blow In Program](#)
- [Sportsman's Guide Hunting Catalog Blow In Program](#)
- [Stauer Blow In Program](#)
- [Sportsman's Guide Master Big Book Blow In Program](#)

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