

# Monoprice Package Insert Program



## SEGMENTS:

2,090,000	Estimated 2017 Annual Packages	\$65.00/M
190,000	January 2017	
160,000	February 2017	
175,000	March 2017	
165,000	April 2017	
170,000	May 2017	
160,000	June 2017	
180,000	July 2017	
185,000	August 2017	
155,000	September 2017	
170,000	October 2017	
190,000	November 2017	
190,000	December 2017	

## PROFILE:

Monoprice, Inc. is an e-commerce leader specializing in high quality consumer electronics, including laptops, monitors, tablets, gaming, cameras, audio & video supplies, outdoor electronics, music equipment, drones, and cables. The online store features over 4,000 products at prices far below retail with unmatched delivery and customer service.

Inserts are included in these packages of high quality consumer electronics. Customers are 75% Male, age 25-50, with income of \$79K. They are homeowners, married, with a strong percentage of children in the household.

This program is hand inserted.

## Specs:

Maximum size: 5 1/2" x 8 1/2" ; Minimum size: 2 1/8" x 3 3/8"  
Maximum weight: .25 oz. (overweight, please inquire)  
Maximum inserts: 6

## We also recommend:

Conde Nast Statements - Wired  
Medals of America Blow-In  
Medals of America PIP  
Nelnet Education Services Financial Statements  
Playboy COA PIP

## SOURCE:

Online Sold

## GENDER:

25% Female  
75% Male

## DEMOGRAPHICS:

Median Age: 25 - 50  
Median Income: \$79,000  
College Educated: 75%  
Homeowner: 80%  
Households with Children: 38%  
Married: 60%

## MINIMUM ORDER:

50,000

## RECOMMENDED FOR ALL:

This program is recommended for all types of offers, including Collectibles, Consumer Services, Food/Gift, Fundraising, General Merchandise, Home Decor, Insurance and Publishing.

## TERMS AND CONDITIONS:

Cancellation charges: SMS requires a 60 day cancellation notice from material want by date. If space cannot be re-sold full charges will be incurred.

Material Due: 4 weeks prior to insertion. Sample insert piece is required for approval. No dated pieces accepted without prior approval - Inquire for details

## For detailed recommendations, please contact:

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## For counts, usage and orders, please contact:

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**SPECIALISTS**  
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