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Northern Tool + Equipment Consumer Catalog Blow In Program

Northern Tool is the ultimate equipment source for the serious Do-It-Yourselfer who loves to get the job done.

SEGMENTS	PRICE	ID NUMBER
10,456,505 TOTAL UNIVERSE / BASE RATE	\$35.00/M	NextMark Manager 462377

*Package Insert Program Available

DESCRIPTION

Since 1981, family owned and operated Northern Tool + Equipment is the ultimate equipment source for building and repairing anything on the jobsite or home front. A cut above big box hardware stores, Northern Tool serves a unique breed of men. Men who believe there's no problem a little horsepower and elbow grease can't solve.

Using heavy-duty tools and equipment is both vocation and recreation for Northern Tool buyers. After a day on the jobsite, they head home to use their personal cache of Northern Tool equipment. Whether clearing the back lot, finishing the basement, or power washing the deck, they have what it takes to do the job. When not working on pet projects, these men will till plots for vegetable gardens and take the family fishing, hunting, or camping.

For over 35 years, The Northern Tool catalog has been in the hands of serious DIYers and professionals for oriented/home and business offers.

Demographics

- 95% Male
- 53 Average Age
- 84% Married
- 33% Presence of Children

Northern Tool & Equipment Consumer Catalog Blow In is recommended for:

- Automotive
- Collectibles
- Credit Card
- Electronics
- Fishing, Hunting & Shooting
- Fundraising
- Gardening
- General Merchandise
- Health
- Handyman/Home Improvement
- Insurance
- Subscriptions

Specs:

Max Size: 5-3/4" x 5-3/4"

Max Weight: 0.18 oz.

UNIVERSE

10,456,505

LIST TYPE

Consumer



SOURCE

100% Direct Mail

LIST MAINTENANCE

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

GEOGRAPHY

USA

UNIT OF SALE INFORMATION

Average: \$200

GENDER PROFILE

Male:	95%
Female:	5%

AVERAGE INCOME

Dollar: \$53,000

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

DIMENSIONS

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

OTHER RECOMMENDED LISTS

- **Heartland America Package Insert Program**
- **Engineering Services & Products Co. Hand Drop Package Insert Program**
- **Engineering Services & Products Co.'s Growers Supply Catalog Blow In Program**
- **Heartland America Main Blow In Program**
- **Engineering Services & Products Co.'s FarmTek Catalog Blow In Program**
- **Golf Warehouse Hand Drop Package Insert Program**
- **Stauer Blow In Program**
- **Johnson Smith's Full of Life Blow In Program**
- **BaseballSavings.com Hand Drop Package Insert Program**
- **Johnson Smith's Lighter Side Blow In Program**
- **Johnson Smith's Things You Never Knew Existed Blow In Program**
- **Stauer Package Insert Program**
- **Johnson Smith's Betty's Attic Blow In Program**
- **Johnson Smith Company Hand Drop Package Insert Program**
- **Sportsman's Guide Gift Catalog Blow In Program**
- **Sportsman's Guide Master Big Book Blow In Program**
- **Sportsman's Guide Monthly Remail Catalog Blow In Program**
- **Sportsman's Guide Monthly Catalog Blow In Program**
- **Sportsman's Guide Hunting Catalog Blow In Program**
- **Sportsman's Guide Ammo/Shooter's Catalog Blow In Program**
- **Engineering Services & Products Co.'s ClearSpan Catalog Blow In Program**
- **Sportsman's Guide Package Insert Program**
- **Northern Tool + Equipment Package Insert Program**
- **Northern Tool + Equipment Business Catalog Blow In Program**
- **Kotula's Catalog Blow In Program**

CONTACTS

NAME	ROLE	EMAIL	PHONE	FAX
★ Diana Leston-Correia	Director of Insert Media	dleston@smdmediaservices.com	(845) 582-0012	(845) 363-1817
Francesca Principe	Account Manager	fprincipe@smdmediaservices.com	(845) 302-2469	

★ = Primary contact

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16 Mt. Ebo Road South - Suite 14A-5 | Brewster, NY 10509 | P: (845) 279-6536 | F: (845) 363-1817