

Omaha Steaks International Package Insert Program (PIP)



SEGMENTS

2,595,000	TOTAL UNIVERSE / BASE RATE	\$60.00/M
2,595,000	2017 ESTIMATED ANNUAL PACKAGES	\$60.00/M
	Inquire For Monthly Counts	

DESCRIPTION

Founded in 1917, Omaha Steaks manufactures, markets, and distributes a wide variety of premium steaks, red meats, poultry, seafood and other gourmet foods to consumers and businesses. These products are custom cut and packaged to serve the needs of various markets.

Your inserts will ride along in product shipments to these highly sought after consumers. The Omaha Steaks customer has an average household income of \$75,000 and the average age is 55. They are 51% female and 40% male. 80% of the buyers are married and 90% own their own home. 45% of these buyers have spent over \$90 on their last purchase and 65% are multi-buyers.

This program has proven successful for the following categories of mailers: Collectibles, Apparel, Food, Gifts, Housewares, General Merchandise, Subscriptions, Etc.

UNIT OF SALE
\$95

DEMOGRAPHICS/PROFILE

Women	51%
Men	40%
Average Income	\$75,000

SOURCE

70% Direct Mail, 20% Internet, 10% Space in Food

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.

PRICING

Terms: **20% Commission to Recognized Brokers**

CONTACT

Operations

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ID NUMBERS

DMI NUMBER	82101
NEXTMARK NUMBER	63131
MIN NUMBER	11260

LIST TYPE

Consumer

CURRENCY

US DOLLAR

GENDER

MALE	40%
FEMALE	51%

UNIT OF SALE

Average: **\$95**

INCOME

\$75,000

MINIMUM ORDER REQUIREMENTS

NAMES:	25,000
DOLLARS:	\$

COUNTS THROUGH

CARD UPDATED

06/01/2017

UPDATE CYCLE

ANNUALLY

NEXT UPDATE

12/31/2017

DIMENSIONS

- Maximum Size: 5 1/2" x 8 1/2"
- Minimum Size: 3" x 5"
- Oversized: Inquire
- Maximum Weight: 1/4 ounce
- Overweight: Yes
- Maximum Inserts: 12

Sales

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