



repair • restore • revive

CATALOG BLOW IN

1,455,000 2017 EST Annual Catalog Volume **\$35.00/M**
100M to 150M 2017 Average Monthly Catalog Volume

Eastwood is dedicated to providing unique products and innovative solutions for its customers. Eastwood has been a pioneer in creating the right tool for the job in response to customer inquiries.

The Eastwood catalog line targets a primarily male audience with tools, supplies, and equipment for auto restoration and customization. These buyers are serious do-it-yourselfers who benefit from the unique line of products and the advice provided via the Eastwood Company website. Business addresses account for 10% of the file.

Products include their specialty line of powder coated paints, buffing equipment, metal working tools, performance products, styling products, lifts, etc. This audience is interested in home improvement, self improvement, sports, financial services, internet services, collectibles, car and truck magazines and offers, and more.

Source: 35% Catalog sales - 65% Internet

Demographics:

88% Male Average Age: 50

HH Income: \$75,000 70% Married

80% homeowners with homes valued at \$150,000+

Unit of Sale: \$110

Minimum Quantity: 100,000

Program Specifications:

Max Size: 4 1/4 x 6 Min Size: 3 1/2 x 5 Paper: 7 point card stock
(inquire for larger sizes)

Estimated 2016 Monthly Counts:

Jan –	130,000	May –	125,000	Sept –	125,000
Feb –	110,000	Jun –	125,000	Oct –	100,000
Mar –	150,000	Jul –	100,000	Nov –	125,000
Apr –	140,000	Aug –	110,000	Dec –	115,000

Contact Diane Caruso at 603-493-2563 or email at dcaruso-choicemedia@comcast.net

CHOICE MEDIA
15 Danbury Circle, Amherst, NH 03031