

Lifetouch Package Insert Program

4,000,000 Annually

Media Rate: \$85/M



For over 80 years, Lifetouch has been the professional photography choice for schools and families. The enterprise is organized around five primary business units operating in local communities across North America.

Inserts will be included in the photos sent directly to the home and picked up in stores. The photo package is guaranteed to be opened, providing high visibility for your ads.

CONSUMER PROFILE

- 90% Female
- Average Age: 45
- Average Income: \$75,000

PROGRAM SPECS

Source

Photos

Unit of Sale

N/A

Minimum Quantity

250,000

Maximum Size

5 1/2" x 8 1/2"

Minimum Size

3 1/2" x 6"

Maximum Weight

.25 oz

Maximum Inserts

2

Lifetouch.

All orders cancelled or reduced within 90 days prior to mail date will be subject to payment at full media rate. Sample mail piece required.



To inquire about advertising opportunities in this program, please contact:

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