



Montgomery Ward - Catalog Blow-ins



Your inserts will be delivered in the Montgomery Wards catalog mailings targeting active and highly responsive direct marketing buyers that have made recent purchases. The Montgomery Wards Blow-in Program allows you to reach the customers that have purchased products that include home furnishings, accessories, apparel, electronics, jewelry, beauty, personal care products, and more!

SEGMENTS

22,498,000	Total Universe / Universe Rate	\$50.00/M
4,854,000	January	
377,000	February	
3,566,000	March	
116,000	April	
1,440,000	May	
475,000	June	
	July	
5,382,000	August	
1,140,000	September	
4,772,000	October	
376,000	November	
	December	

DESCRIPTION

Your inserts will be delivered in the Montgomery Wards catalog mailings targeting active and highly responsive direct marketing buyers that have made recent purchases. The Montgomery Wards Blow-in Program allows you to reach the customers that have purchased products that include home furnishings, accessories, apparel, electronics, jewelry, beauty, personal care products, and more!

Average Age is 56
Average Income is \$59,000
Average Purchase is \$100
Gender is 80% female

Usage as of 11/01/21

Insurance Mailer #1
Consumer Cellular



ID NUMBERS

Manager ID	MWBIP
NextMark ID	247411
mIn ID	47813
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	
New to Manager	
Counts Through	08/01/2022

DATA CARD MAINTENANCE

New To System	11/10/2008
"New to System"	11/11/2008
Announcement	
Last Update	08/09/2022
Next Update	09/05/2022
Update Frequency	SEMIANNUALLY

Satellite Mailer #1
Insurance Mailer #3
Insurance Mailer #4
Leaf Filter North
Luminess Direct
MyHealth Policy
Sweepstakes Mailer #1
The Bradford Group
Together Health

SAMPLE AND EXACT WEIGHT MUST BE SUBMITTED FOR APPROVAL!

SHIPPING INFORMATION

Materials must be delivered no more than 4 weeks and no less than 3 weeks prior to the insertion date. Receipt of product in advance of 4 weeks may incur storage charges.

PROFILE

Purchased Products

home furnishings
accessories
apparel
electronics
jewelry
beauty
personal care products

DIMENSIONS

Maximum Size	6" x 6"
Minimum Size	3 1/2" x 5"
Oversized	Inquire
Maximum Weight	1/5 ounce
Overweight	Inquire
Maximum Inserts	2

SELECTS

Purchased Products

MANAGER

IMS List Services
<http://www.imsdm.com>

UNIT OF SALE

Average	\$100.00
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GENDER

Male	20%
Female	80%

AVERAGE INCOME

Value	\$59,000.00
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MINIMUM ORDER

Minimum Quantity	100,000
Minimum Price	\$0.00

COMMISSIONS

Broker	15%
Agency	15%

EXCHANGES

Exchange is not allowed

CANCELLATION

Charges	\$100.00/F
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CANCELLATION INSTRUCTIONS

Mailer guarantees full payment if cancellations are made with less than 90 days' notice from insertion date. Mailer guarantees that cancellations made more than 90 days from insertion date will incur a \$100 processing fee.

KEY CODING

Key Coding is not available

FEES

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Tim Hauer IMS List Services - 131 1112 7th Ave. Monroe, WI 53566		hauertim@imsdm.com	(608) 324-4456	(608) 324-4503

★ = Primary contact

