



Seventh Avenue - Catalog Blow-ins



Your inserts will be delivered in the Seventh Avenue catalog mailings targeting active and highly responsive direct marketing buyers that have made recent purchases. The Seventh Avenue 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

26,606,000	Total Universe / Universe Rate	\$50.00/M
6,345,000	January	
473,000	February	
3,057,000	March	
1,321,000	April	
160,000	May	
335,000	June	
5,896,000	July	
367,000	August	
2,668,000	September	
1,198,000	October	
4,444,000	November	
342,000	December	

DESCRIPTION

Your inserts will be delivered in the Seventh Avenue catalog mailings targeting active and highly responsive direct marketing buyers that have made recent purchases. The Seventh Avenue 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 \$63,000
Average Purchase is \$100
Gender is 85% female

Usage as of 11/01/21
American Standard
Insurance Mailer #1



ID NUMBERS

Manager ID	7BIP
NextMark ID	201174
mIn ID	127324
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	01/18/2007
"New to System"	01/31/2007
Announcement	
Last Update	08/09/2022
Next Update	09/05/2022
Update Frequency	SEMIANNUALLY

Consumer Cellular
Satellite Mailer #1
Health/Medical Ailment Mailer #1
Insurance Mailer #2
Insurance Mailer #3
Leaf Filter North
Luminess Direct
Insurance Mailer #4
Sweepstakes Mailer #1
Safe Step
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

Products purchased

home furnishings
accessories
apparel
electronics
jewelry
beauty
personal care products
and more!

DIMENSIONS

Maximum Size	4" x 6"
Minimum Size	3 1/2" x 5"
Oversized	Inquire
Maximum Weight	1/5 ounce
Overweight	Inquire
Maximum Inserts	2

SELECTS

Products purchased

MANAGER

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

UNIT OF SALE

Average	\$100.00
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GENDER

Male	15%
Female	85%

AVERAGE INCOME

Value	\$63,000.00
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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
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★ = Primary contact

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