



SIMPLE PRODUCTS *for a SIMPLER LIFE*

Catalog Package Inserts

The Lehman's Catalog offers customers simple products for a simpler life. They supply customers with high quality, practical and authentic goods, many made in America. Thousands of products connect to the lifestyle customers are seeking; gardening, food preservation, healthy living, buying locally, self-sufficiency, and more. Whether the customer is serious about living a life independent from electricity and fossil fuels, or simply curious about organic and low-tech solutions, Lehman's provides that connection. Oil Lamps, butter churns, water pumps, tin toys, non-electric appliances, hand tools, and kitchen gadgets – it's like 10 stores in one!

Circ/Rate

Annual Circ: 180,000
15,000 per month on average
CPM: \$65/M

Specifications

Minimum Test: 25,000

Min. Size: 3" x 4"
Max. Size: 5 1/2" x 8 1/2"

Max Weight: 0.25 oz. (Overweight pieces allowed, contact for details)
Max # Of Inserts: 2

Customer Profile

Gender: 48% Female, 44% male
Age: 75% over 50 yrs
HHI: \$80,000+

Additional Information

All cancelled orders will incur a \$100 flat fee.
Full insertion fees apply if order is cancelled within 90 days of mail date.
Mail schedule details provided upon approval of offer.
Broker Commission is 20% on this program.
Shipping address and labeling instructions will be provided with order acknowledgement.
Printing can be provided – call or email for a quote.
Material must be in cartons less than 50 lbs each.



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