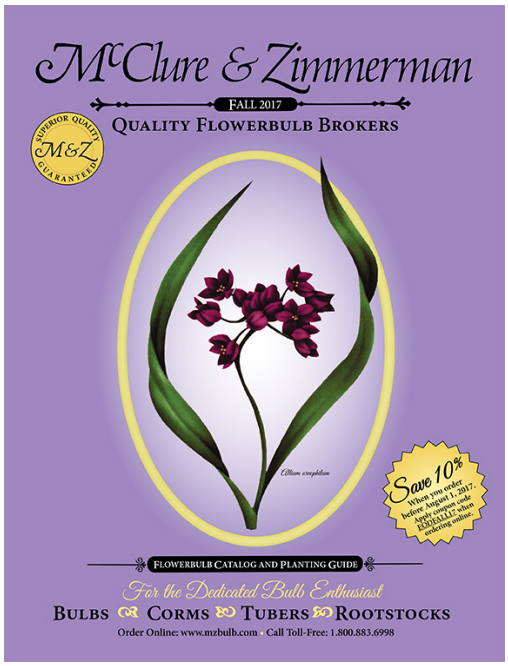
McClure & Zimmerman Catalog Blow In

Spring and fall bulbs, tubers and rootstocks for the true *"bulb enthusiast".* Find your old time favorites, as well as, many new varieties recently imported to the U.S. from all over the world**.** Filled with detailed descriptions and planting information, many gardeners find the McClure & Zimmerman catalog a resource to maintain their gardening library.

Circ/Rate

Annual Circ: 450,000
Mails: Seasonally - April
CPM: $32/M

*Pricing based on max weight of .10 oz.



http://www.mzbulb.com

Specifications

Minimum Test: 100,000

Blow-in Size:

Min. Size: 3” x 3 ”
Max. Size: 6” x 6”

Max Weight: .10 oz.
(overweight pieces allowed, see Add’l Info below)

Bind-in Size: Call for specifics.

Actual samples required with all clearances for approval.

Catalog accepts Bind-Ins or Blow-Ins.

Order Details

Shipping address and labeling instructions
will be provided with order acknowledgment.

Printing can be provided – call or e-mail for quote

Customer Profile

Female:	62%	Average Sale:	$75
Male:	29%	Some College:	90%
Average Age:	40	College Grad:	80%
Average HHI:	$55,000+	Own Home:	95%
Married:	80%		

Additional Information

15% commission to recognized brokers.
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. Overweight pieces, approved by bindery, subject for non-commissionable overweight fee based on weight/postage costs.

ZED MARKETING GROUP

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