

Nancy's Notions Catalog Blow In Bind In

Reach mail order buyers who are interested in sewing, quilting, and machine embroidery – special interests with a lifetime of enjoyment. These customers, whose skills range anywhere from novice to expert, enjoy creating personalized projects for themselves and loved ones and are always looking for new and innovative ideas.

Circ/Rate

Annual Circ: 2,600,000
CPM: \$35/M

Mail details released upon approval of mailer/offer.
*Pricing based on max weight of .10 oz.

Specifications

Minimum Test: 100,000
Blow-in 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: +90%
Homeowners: 90%
HHI: 45K +
Avg. Age: 45+
HH w Children: 26%

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.
Overweight pieces, approved by bindery, subject to non-commissionable overweight fee based on weight/postage costs.
Broker Commission is 15% on this program.



www.nancysnotions.com



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