

ROOTS & RHIZOMES CATALOG BLOW IN BIND IN

The Roots & Rhizomes catalog specializes in choice daylilies, Siberian iris, hostas and perennials. In addition 81% also purchase small fruits and 65% buy vegetables. Affluent/upscale customers find that these healthy, true-to-name perennial roots & rhizomes transform their garden into a haven of pleasure & beauty.

Circ/Rate

Annual Circ: 225,000
Mails: January
CPM: \$32/M

*Pricing based on max weight of .10 oz.

Specifications

Minimum Test: Full Circulation
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.

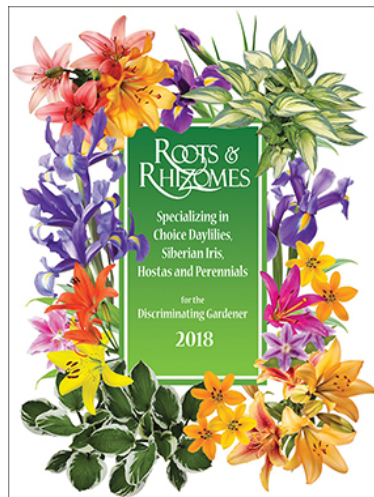
Printing can be provided – call or e-mail for quote

Customer Profile

Age: 35-50
Homeowners: 98%
Average Sale: \$65

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 to non-commissionable overweight fee based on weight/postage costs
Bindery requires inserts use 7pt stock, additional fees may apply.



<http://www.rootsrhizomes.com>



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