

BAS BLEU BLOW-IN

The Bas Bleu editors strive to meet the desires of their audience...mature women, well educated, avid readers with discretionary income. Books are carefully selected and reviewed to find those that are clever, full of imagination, joy and wisdom and not to be found on magazine stands; fiction books or classics you may have missed and children's offerings that debate humor and imagination. An assortment of notecards, gifts and accessories is also featured.

Circ/Rate

Annual Circ: 6,000,000

\$40/M

Mails: Monthly

Specifications

Slim Jim Catalog Blow-in Size:

Min. Size: 3" x 5"

Max. Size: 3.5" x 5"

Caliper: .005" - .018"

*Actual samples required with all clearances for approval.

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

Gender : 82% Female 14% Male

Average Sale: \$65

Ave. Age: 60+

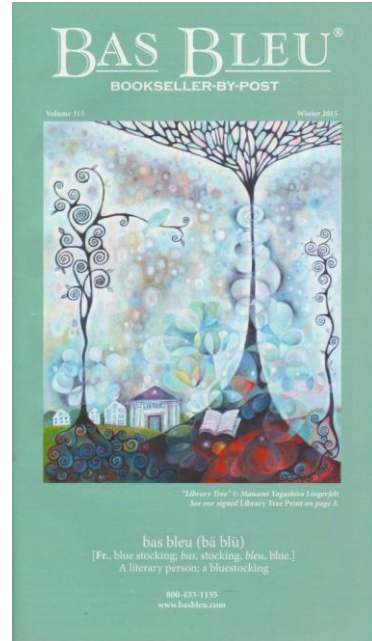
Marital Status: 57% married

Median Income: \$75,000+

Homeowners: 69%

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.
Agency/Broker commission for blow ins is 15%



www.basbleu.com



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