

# BURGESS SEED & PLANT COMPANY

The Burgess Seed & Plant Company has been supplying gardeners with vegetable seeds, fruiting plants, trees, shrubs, perennials, bulbs and nursery hard goods for over 100 years. These active purchasers are value conscious home owners who enjoy both beautifying their property and creating a bountiful harvest each season. Burgess Seed & Plant customers are enjoying their golden years outside and with the earth working in their landscapes and gardens.

## Counts

167,000      12 Month Buyers      \$ 100/M

(Counts thru 12/31/18, run in-house and updated daily)

## Customer Profile

Gender:            50% Male / 50% Female  
Average Sale:    \$60.00  
Average Age:     65  
Average HHI:     \$50k+

## Selections

\$75+ Buyers    \$20/M  
\$50+ Buyers    \$15/M  
Gender:         \$8/M  
SCF:             \$8/M  
State:            \$8/M  
Zip:              \$8/M

Rush charge    \$100/flat

## Format Choices:

E-mail/FTP:    \$50/Flat

## Additional Information

Minimum order: 5,000 - no deductions below minimum allowed  
20% commission to recognized brokers.

A sample mail piece required for approval.

**\*\*No telemarketing allowed.\*\***

All orders placed are on reciprocal rental/exchange basis.

Cancelled orders are subject to a \$100/F cancellation fee plus run charges and shipping. All orders cancelled after the mail date or merge are required to pay in full.

72 hours required for order processing after client/ order approval.



[www.eburgess.com](http://www.eburgess.com)



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MARKETING  
GROUP

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