

# DUTCH GARDENS

For nearly a century, Dutch Gardens has been offering top size, top quality bulbs and perennials to America's gardeners. Customers are from affluent households and willing to spend more than average on their outdoor spaces and gardens. Dutch Gardens customers are concerned with quality over price and respond to offers that will enhance their health, mind and home life.

## Counts

32,400      12 Month Buyers      \$ 100/M

(Counts thru 12/31/15, run in-house and updated daily)

## Customer Profile

Gender:            30% Male / 70% Female  
Average Sale:    \$100.00  
Average Age:     60  
Average HHI:     \$75k+

## Selections

\$100+ Buyers    \$25/M  
\$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.



2016 SPRING PLANTING  
**DUTCH GARDENS**  
*A Growing Tradition Since 1908*

**OVER 120  
NEW ITEMS!**

**NEW & EXCLUSIVE!**  
Dutch Gardens  
*Dahlia of the Year!*  
Blue Eyes Dahlia  
See page 3

**ORDER NOW!**  
Offer Expires 1/31/16!  
[www.dutchgardens.com](http://www.dutchgardens.com)

**EVERY ITEM  
ON SALE!**  
*Save Up To 70%!*

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



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GROUP**

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