

# KINSMAN COMPANY

Since 1981, Kinsman Company Garden Catalog has provided gardeners with quality gardening merchandise. This choice assortment reflects the company's continuous efforts to gather the best products from around the world. These active homeowners are gardening enthusiasts who purchase a variety of products including planters, arches, trellises, tools, bird houses, and more.

## Counts

5,203	6 Month Buyers	\$ 105/M
23,889	12 Month Buyers	\$ 95/M
42,880	0-24 Month Buyers	\$ 85/M

(Counts thru 2/29/16, updates semiannually)

## Customer Profile

Sex:	71% Female
Average Sale:	\$83.00
Average Age:	45
Average HHI:	\$50k+

## Selections

\$50+ Buyers	\$15/M
Gender:	\$7/M
SCF:	\$7/M
State:	\$7/M
Zip:	\$7/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.\*\* File is updated semi-annually
- 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.
- 48 hours required for order processing after client/ order approval.



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



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