

Nancy's Notions LLC

For more than 30 years, sewers of all skill levels have relied on Nancy's Notions for inspiration, education, tools and more. In every catalog, sewers discover the latest patterns, fabrics, designs, time-saving tools and much-needed supplies for the next fashion sewing, quilting, machine-embroidery or home-décor project.

Avid readers of magazines and books, Nancy's Notions' buyers enjoy traveling and other traditional home arts such as cooking and gardening. When not sewing, these buyers can also be found shopping for plus-size apparel; home décor, gifts and accessories; beauty and spa products; and discount merchandise.

Counts

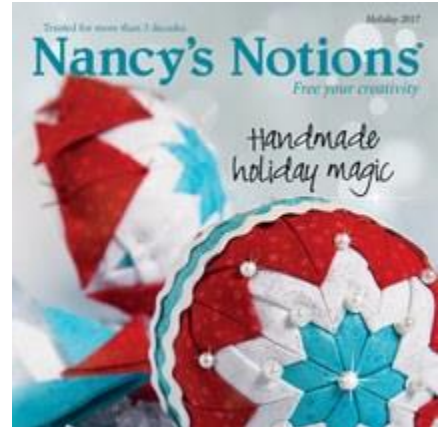
215,612	Universe	\$ 90/M
142,538	12 month buyers	\$ 100/M
86,647	6 month buyers	+ \$10/M
12,500	12 month inquiries	\$ 80/M

Names through 5/30/2018

Customer Profile

Gender:	98%F	Avg. Order:	\$63.00
Age:	76% 45-74 yrs	Income:	\$ 50K+ 63% \$100K+ 26%

Source: 50% DM, 20% internet, 25% TV, 5% Retail/Events



www.nancysnotions.com

Selections

Geographic:	\$ 8/M	\$50+ Buyers:	\$12/M
Run Charges:	\$8/M		

Format Choices:

E-mail: \$50 /Flat

Additional Information

- Minimum Order: 7,500 - No deductions allowed on minimum.
- 20% commission to recognized brokers.
- A sample mail piece required for approval.
- **No telemarketing allowed. **
- All cancelled orders will incur a \$100 flat fee plus run and selection charges where applicable.
- All orders placed are on reciprocal rental/exchange only.
- 72 hours required for order processing after client approval - \$100 rush fee for shorter turnaround.

Usage

Hoffman Media, Sew Beautiful	Taunton Press, Threads
Needlecraft Shop, Sewing Savvy	CK Media, Sew News
Love of Quilting	Tacony, Baby Lock
Designs in Machine Embroidery	Keepsake Needlecrafts
American Sewing Expo	Clotilde



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