

NANCY'S NOTIONS PACKAGE INSERT PROGRAM

Reach mail order buyers who are interested in sewing, quilting, and machine embroidery – special interests with a lifetime of enjoyment. These customers, whose skills range anywhere from novice to expert, enjoy creating personalized projects for themselves and loved ones and are always looking for new and innovative ideas.

Quantity CPM

260,000 Annually \$65/M

Monthly Estimates

January	26,000	July	22,000
February	23,000	August	20,000
March	22,000	September	25,000
April	21,000	October	22,000
May	24,000	November	23,000
June	18,000	December	20,000

Specifications

Minimum Test: 25,000

Media: Direct Mail

Restrictions:

Max. Size: 5 1/2" x 8 1/2"

Min. Size: 3 1/2" x 5 1/2"

Max. Weight 1/4 oz.

Max. # of inserts – 6



Two (2) sample mail pieces required for approval.

<http://www.nancysnotions.com>

Order Details

Shipping address and labeling instructions will be provided with order acknowledgment.

Printing can be provided – call or e-mail for quote.

Material must be packed in cartons of no more than 50 lbs. each.

Customer Profile

Female: 99%

Homeowners: 70%

Average HHI: 55-65K

Avg. Age: 55

Customers have shown additional interest in: male and female apparel, children's merchandise, gifts, electronics, home improvements, gardening, cooking, collectibles, kitchen products, bed/bath linens, furniture and more.

Additional Information

20% commission to recognized brokers.

All cancelled orders will incur a \$100 flat fee.

Full insertion fees apply if order is cancelled within 90 days of mail date.



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