

Owen Gardening Catalog BLOW INS

Reach millions of gardeners annually with the Owen titles: Burgess Seed & Plant Co, Four Seasons Nursery, Richard Owen Nursery, Farmer Seed & Nursery, Inter-state Nurseries, Kelly Nurseries, House of Wesley and Dutch Gardens.

Circ/Rate

Circ: details available to approved mailers

Mails: Seasonally

CPM: \$32/M

*Pricing based on max weight of .10 oz.

Specifications

Minimum Test: 200,000

Blow-in Size:

Min. Size: 3" x 3"

Max. Size: 6" x 6"

Max Weight: .10 oz
(overweight pieces allowed, see add'l Info below)

Bind-in Size:

Call for specifics.

Actual samples required with all clearances for approval.

Catalogs accept Bind-Ins or Blow-Ins.

Order Details

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

Customer Profile

Age: 50+ yrs

Mostly Homeowners

Mostly Married

HHI \$40K +

Additional Information

15% 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.

Mail schedule details provided upon approval of offer.

Overweight pieces, approved by bindery, subject of non-commissionable overweight fee based on weight/postage costs.

Bindery requests inserts meet 7pt stock requirement, additional fee may apply.



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MARKETING
GROUP

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