

Signals Catalog Group Package Insert Program

Signals Catalog Group is home to four great catalogs: **Signals**, **Support Plus**, **Bas Bleu**, **What on Earth** and **Acorn**. These Catalogs focus on the buyer who is searching for hard to find fun and unique gifts. What on Earth contain more unusual and nostalgic gifts, while and Signals showcase unique home decorations, furniture, and jewelry. Signals Catalog Group reaches out to affluent buyers who value finding the "perfect" gift for themselves or others.

Quantity	CPM
485,000	\$65/M

Monthly Estimates

January	25,000	July	20,000
February	25,000	August	25,000
March	25,000	September	25,000
April	25,000	October	50,000
May	20,000	November	100,000
June	20,000	December	125,000

Specifications

Minimum Test: 25,000

Media: Direct Mail

Restrictions:

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

Min. Size: 3" x 5"

Max. Weight 1/4 oz.

Max. # of inserts – 4 hand inserted.

Two (2) sample mail pieces required for approval.

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

Male: 21%

Female: 79%

Avg. Age: 46:

Avg. Sale: \$85

Median Income: 75K

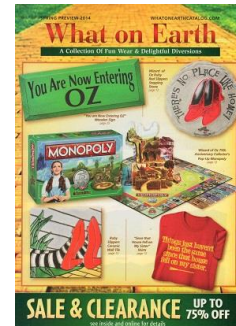
Customers have shown additional interest in: children's merchandise, gifts, electronics, home decorating, gardening, collectibles, kitchen products, bed/bath linens, furniture and more.

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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