

Fingerhut Premier Insert Program

2,622,000 Annually

Media Rate: \$60/M



Fingerhut offers a wide selection of name-brand merchandise with the flexibility of paying over time, giving consumers an affordable way to purchase the things they want and need. Their customers are homeowners who are accustomed to living on a budget. They frequently shop both as a form of entertainment and a way to provide a comfortable home for their family. They proactively seek opportunities to improve their quality of life and enjoy reading, entertaining at home, and completing DIY projects.

Fingerhut's ever-increasing inventory of over 700,000 products offers their customers everything from furniture, home décor, jewelry, and apparel to the latest electronics, all with low monthly payments that fit their budget.

Your advertisements will be hand dropped in the Fingerhut merchandise shipments.

CONSUMER PROFILE

- 56% Female
- Age 46+
- \$50,000+ HHI
- 72% Homeowners
- 67% Ecommerce orders

PROGRAM NOTES

- Category exclusivity
- Turn-key printing available

PROGRAM SPECS

Source

Catalog/Ecommerce

Average Order Value

\$250

Minimum Quantity

100,000

Maximum Size

5 ½" x 8"

Minimum Size

3 ½" x 5"

Maximum Weight

.25 oz

Maximum Inserts

2

All orders cancelled or reduced within 120 days prior to mail date will be subject to payment at full media rate. Sample mail piece required.

ADDITIONAL OPPORTUNITIES

Fingerhut Statement Program

FINGERHUT
Now You Can!™



To inquire about advertising opportunities in this program, please contact:

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