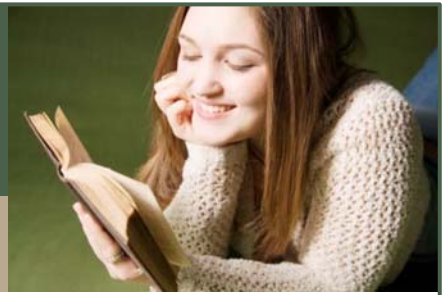


Barnes & Noble Package Insert Program

5,920,000 Annually

Media Rate: \$65/M



Barnes & Noble.com is the premier destination for books, eBooks, magazines, toys & games, music, and DVDs.

They have over nine million unique monthly visitors and provide advertisers the opportunity to reach these loyal customers by including an insert into their shipments and online advertisements throughout the Barnes & Noble.com website.

The Barnes & Noble customer is college-educated, digitally savvy, enjoys traveling, and is a frequent online shopper for products such as fragrances, cosmetics, health, apparel, home décor, pet products, food, gifts and toys.

CONSUMER PROFILE

- 61% Female
- Average Age: 40
- Average Income: \$95,000
- 46% Households have Income \$100,000+
- 54% households with children
- Shares photos/videos with family and friends
- Tech Savvy Consumers Who Over Index in the following Lifestyle Categories:
 - DIYers
 - Health Conscious
 - Entertainment Buffs
 - Home Decorating
 - Heavy Content Streamers
 - Have the Current Mobile Devices

PROGRAM NOTES

- Turn-key print production services available; advertiser to supply creative; printing costs are in addition to media fees and must be pre-paid prior to printing
- Formats heavier than the max. weight of .15 oz. can be considered Nov. – Feb.

PROGRAM SPECS

Source
Digital

Unit of Sale
\$30.00 - \$50.00

Minimum Quantity
200,000

Maximum Size
5 ½" x 8 ½"

Minimum Size
3 ½" x 6"

Maximum Weight
.15 oz. (inquire for overweight)

Maximum Inserts
4

BARNES & NOBLE

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.



To inquire about advertising opportunities in this program, please contact:
Sandra Roscoe | Phone: 203.448.4810 | sandra.roscoe@plusme.com