

PlusMedia Insert Program Overview

PROGRAM	DESCRIPTION	ANNUAL UNIVERSE	GENDER	AVERAGE AGE	AVERAGE INCOME	AVERAGE ORDER VALUE	MINIMUM QUANTITY	MAXIMUM SIZE	MAXIMUM WEIGHT
Barnes & Noble									
Barnes & Noble.com Package Insert Program	Barnes & Noble.com is the premier destination for books, eBooks, magazines, toys & games, music, and DVDs. They have over five 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, apparel, home décor, collectibles, food and gifts.	5,920,000	60% Female	40	\$65,000	\$30.00-\$50.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Bookspan									
Bookspan Hand Drop	Reach a diverse audience of Bookspan Club members with a wide range of interests. Inserts will be hand dropped in positive-order book shipments from the following clubs: Book-of-the Month, Crafter's Choice, Crossings, Doubleday, History, Large Print, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American and The Good Cook.	540,000	81% Female	54	\$59,000	\$31.42	50,000	5 1/2" x 7 1/2"	.25 oz.
Bookspan Ride-Along	Reach a diverse audience of Bookspan club members with a wide range of interests. Package enclosures will be distributed in positive-order book shipments from the following clubs: Book-of-the Month, Crafter's Choice, Crossings, Doubleday, History, Large Print, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American and The Good Cook.	1,620,000	81% Female	54	\$59,000	\$35.48	100,000	5 1/2" x 8 1/2"	.25 oz.
Bradford Exchange									
Bradford Checks Reactivation Ride-Along	Bradford Exchange Checks is an affiliated company of The Bradford Exchange™, a recognized world authority in fine collectible art since 1973. It was a natural combination to unite exclusive designer personal checks with masterpieces by today's top artists from The Bradford Exchange. This inspired pairing of personal check printing and fine artistry thrilled collectors and art enthusiasts alike. Your insert will ride along in the reactivation mailings sent to the 13-24 month check buyers.	600,000	75% Female	50	\$50,000	\$25.00	100,000	5 1/2" x 8 1/2"	.25 oz.

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Daily Racing Form									
	Daily Racing Form is one of the most iconic brands in North America, with a history spanning 125 years as the #1 data provider for the entire sport of Thoroughbred racing. For the first time they are accepting non-endemic racing venue advertisers in the printed publication and on DRF.com. They print over 4 million Daily Racing Forms annually, sold weekly and during prestigious races throughout the year. The average Daily Racing Form user is primarily men, 45+ years of age, with lifestyle interests including sports, golf, fitness, finance, news, travel, entertainment, dining and more.	4,500,000	93% Male	45+	\$85,000	N/A	100,000	N/A	N/A
Disney									
Disney Movie Club Gold Package Insert Program	For more than 80 years, Disney has been touching the hearts of young children and adults with their magic. This Disney Movie Club offers families the opportunity to cherish their favorite movies inspired by Walt Disney's beloved characters. Club members choose from hundred of DVD titles. Inserts will be loosely collated with the DVD shipments.	4,620,000	78% Female	37	\$65,000	\$29.95	100,000	5" x 7"	.25 oz.
Disney Movie Club Ride-Along	For more than 80 years Disney has been touching the hearts of young children and adults with their magic. The Disney Movie Club is a magical way of reaching out and offering families the opportunity to cherish their favorite movies inspired by Walt Disney's beloved characters. Club members may choose from hundreds of DVD and Blu-ray titles available – and all the magic is delivered right to your door!	13,500,000	78% Female	37	\$65,000	\$29.95	100,000	5 1/2" x 8 1/2"	.20 oz.
Disney Movie Club Canadian Package Insert Program	The Disney Movie Club allows families to enjoy their favorite Disney Movies from the comfort of home. Club members can choose from hundreds of DVD titles featuring Walt Disney's beloved characters, and the movies are delivered right to their door. Disney Movie Club offers advertisers looking to target young families residing in Canada (excludes province of Quebec). The opportunity to reach these families includes inserts/brochures within the shipments. All advertisements are loose within the movie shipment, providing maximum exposure and awareness to your brand.	155,000	78% Female	37	\$65,000	\$29.95	20,000	5" x 7"	.25 oz.
Disney Movie Club Canadian Ride-Along	Your insert will ride along in the Featured Title mailings sent to active Disney Movie Club members. The mailing consists of the catalog, special offers, as well as the featured title to which members must respond.	600,000	78% Female	37	\$65,000	\$29.95	50,000	5 1/2" x 8 1/2"	.20 oz.

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Famous Smoke Shop									
Famous Smoke Shop Package Insert Program	For over 76 years, Famous Smoke Shop has been providing the finest cigar products at the best prices delivered conveniently to the homes of their distinguished customers throughout the U.S., Canada and worldwide. Famous Smoke Shop is allowing 2-3 inserts/samples to be hand-dropped into their shipments.	470,000	95% Male	50+	\$75,000	\$115.00	30,000	8 1/2" x 11"	.5 oz.
Famous Smoke Shop Catalog Blow-in	For over 76 years, Famous Smoke Shop has been providing the finest cigar products at the best prices delivered conveniently to the homes of their distinguished customers throughout the U.S., Canada and worldwide. Famous Smoke Shop is allowing 1-2 blow-ins to ride along with their best customer catalog mailings.	770,198	95% Male	50+	\$75,000	\$160.00	50,000	6" x 6"	.25 oz.
firstSTREET									
firstSTREET Catalog Blow-in	firstSTREET is the leading direct marketer of innovative products for Boomers and Beyond in the United States. firstSTREET's success in marketing to boomers and beyond stems from an in-depth understanding of the wants/needs of this very targeted audience. Some of their well-known products include Perfect Sleep Chair, WOW Computer, and Perfect Choice HD. firstSTREET customers are interested in products pertaining to health/wellness, books, collectibles, music, video, themed gifts and merchandise. They are seniors who are looking to stay active, spend time with their grandchildren and shop for products from the convenience of their home.	5,530,000	57% Female	70	\$50,000	\$75.00	100,000	3 1/2" x 5"	.20 oz
HelloPerks									
HelloPerks Partnership Program	HelloFresh is cooking made easy and fun! HelloFresh offers weekly delivery of delicious, nutritious recipes and high quality ingredients to prepare them. The flexible subscription service is easy to use and can be cancelled at any time. HelloFresh features convenient meals options that are easily prepared by even the busiest households. Specially designed, recyclable packaging keeps food fresh, so packages can wait patiently. HelloFresh provides everything but the chef!	4,800,000	75% Female	35	\$100,000	70.00	100,000	N/A	N/A

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HSN									
HSN Package Insert Program	HSN is a leading direct-to-consumer live content retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to 95 million households in the US in HD 24/7 and its website - HSN.com features more than 50,000 product videos.	12,000,000	89% Female	45	\$78,000	N/A	250,000	5 3/8" x 7"	.715 oz.
HSN Statements	HSN is a leading direct-to-consumer live content retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to 95 million households in the US in HD 24/7 and its website - HSN.com features more than 50,000 product videos. Inserts are included with credit card statements.	7,800,000	89% Female	43	\$72,000	N/A	200,000	3.75" x 6.5"	.20 oz
GateHouse Media									
GateHouse Media Newspaper Statement Program	GateHouse Media, Inc. is one of the largest publishers of locally-based print and online media in the U.S., serving local audiences of more than 10 million per week across 21 states (AK, CA, CO, CT, DE, IL, KS, MA, MI, MO, ND, NE, NY, OH, OK, PA, TN, WV) through hundreds of community publications and local websites. The company, which publishes 90 daily and 289 weekly newspapers, is now accepting inserts into its monthly billing statements. Gatehouse requires an insert order form to be completed and submitted for all orders. Inventory codes are required for orders distributing to Halifax and Local Media Group.	4,500,000	55% Female	45	\$102,300	N/A	100,000	3 1/2" x 8 1/2"	.15 oz.

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Kohl's									
Kohl's Package Insert Program	Kohl's is a family-focused, value-oriented, specialty department store offering quality exclusive and national brand merchandise to customers in an environment that is convenient, friendly and exciting. In addition to its website, Kohl's operates approximately 1,160 stores in 49 states, stocked with everything customers need for themselves and their homes –apparel, shoes, and accessories for women, children, and men, plus home products like small electronics, bedding, luggage and more.	36,000,000	83% Female	35-59	\$75,000+	N/A	1,000,000	5 ½" x 8 ½"	.25 oz
Kohl's Statements	Kohl's is a family focused, value-oriented, speciality department store offering quality exclusive and national brand merchandise to customers in an environment that is convenient, friendly and exciting. In addition to its website, Kohl's operates approximately 1,160 stores in 49 states, stocked with everything customers need for themselves and their homes - apparel, shoes & accessories for women, children & men, plus home products like small electronics, bedding, luggage and more. Kohl's is the #1 U.S. retailer of many leading brands such as Levi's, Dockers and Columbia. Kohl's allows third party marketers the opportunity to place inserts inside their billing statements.	120,000,000	82% Female	55-64	\$75,000+	N/A	500,000	3.5" x 8"	.20 oz
LD Products									
LD Products Package Insert Program	LD Products, Inc. is one of the largest online retailers of printer supplies and ink cartridges in the U.S., providing exceptional customer service to small businesses and consumers nationwide. Founded in 1999, the company has since expanded its product offerings to include office supplies, computers/printers and office furniture. Your insert will be included in merchandise shipments to LD Products customers.	600,000	65% Men	Average Age: 50	\$70,000	N/A	100,000	5 ½" x 8 ½"	.25 oz.
LifeTouch									
LifeTouch Package Insert Program	For over 80 years, Lifetouch, Inc. has been the professional photography choice for families. Inserts will be included in the JCPenney Portraits and Lifetouch Preschool photos envelopes sent directly to customer's home and/or picked up in studios and Preschool Centers. The photo package is guaranteed to be opened, providing high visibility for your ads.	4,000,000	90% Female	45	\$75,000	N/A	250,000	5 1/2" x 8 1/2"	.25 oz

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Luxe Co-op									
Luxe Co-op	<p>The Luxe Co-op will capitalize on Valpak's advanced targeting and distribution capabilities to reach a highly engaged millennial audience with increased purchasing power and a high propensity for lifestyle brands.</p> <p>According to the USPS, millennials account for nearly \$200 billion in purchasing power and are highly responsive to direct mail.</p> <p>Inquire for on-envelope advertising.</p>	3,000,000	50% Male/Female	25 - 45 Age Range	\$75,000	N/A	500,000	4.5" x 6.5"	N/A
PetFlow.com									
Petflow.com Package Insert Program	<p>PetFlow.com is a leading online pet food and supply company that carries over 150 brands of pet food, treats and supplies, including some of the highest quality brands that are not available locally. Inserts are hand-dropped into shipments, sent directly to the home via FedEx.</p>	480,000	85% Female	50	\$65,000	\$80.00	25,000	5 1/2" x 8 1/2"	.25 oz.
Pier 1									
Pier 1 Package Insert Program	<p>Pier 1 Imports offers distinct home furnishings and décor at a great value. A socially-conscious company, Pier 1 Imports operates more than 1,000 retail stores in North America, across all 50 states and Canada. All merchandise, including candles, vases, picture frames, furniture, decorative accents and more, is carefully selected to offer customers exclusive, one-of-a-kind products from gifted artisans around the world. Inserts will be included in shipments to customers who have placed online orders.</p>	2,900,000	80% Female	40	\$70,000	Inquire	100,000	5 1/2" x 8 1/2"	.25 oz (inquire for overweight)
Puritan's Pride									
Puritan's Pride Package Insert Program	<p>Puritan's Pride manufactures over 1,400 high quality vitamins, minerals, herbs and other nutritional supplements in their own state-of-the-art facilities throughout the U.S. Inserts will be included in outbound shipments to customers who have ordered from their catalog and website.</p>	2,553,000	75% Female	55	\$50,000	\$75.00	50,000	5 1/2" x 8 1/2"	.25 oz.

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Santander Consumer USA									
Santander Consumer USA Auto Finance & Leases Billing Statement	Santander Consumer USA is a full-service, technology-driven consumer finance company focused on vehicle finance and unsecured consumer lending products. Santander Consumer USA offers financing across the credit spectrum through nearly 14,000 dealers nationwide. Every day, they help thousands of consumers drive their new car home. Reach these consumers by including an insert into the auto finance and lease statements. The billing cycles are the 1st and 15th of each month.	10,800,000	52% Female	41	\$65,000	N/A	100,000	3 1/2" x 7 1/2"	.20 oz.
Shutterfly									
Shutterfly PIP	Shutterfly offers multiple opportunities to reach an engaged audience if influential consumers as they share and celebrate life's joy. From weddings to graduations, baby's first steps to little league wins, special events and holidays, Shutterfly helps consumers turn the photos they love into award-winning photo books, meaningful cards, imaginative photo gifts, home decor, personal websites and so much more.	7,000,000	75% Female	35	\$60,000	N/A	N/A	5" x 5"	.25 oz.
Staples.com									
Staples Canadian Business Customer Package Insert Program	Staples, Inc. is the world's largest office products company, offering a wide range of supplies, technology, furniture and business services. Staples operates over 1,800 office superstores worldwide and also serves its customers through mail order catalog, e-commerce and contract businesses. This program provides access to Staples' Canadian contract business customers.	1,920,000	52% Male	48	\$115,114 CAD	Inquire	100,000	5 1/2" x 8 1/2"	.25 oz.
Staples.com Package Insert Program	Staples offers a wide range of office supplies, technology, furniture and business services, with over 1,800 office superstores worldwide, a mail order catalog, e-commerce and contract businesses. Reach their loyal buyers with the Staples package insert programs, targeting businesses and consumers in the U.S.	8,400,000	53% Female	48	\$87,000	\$150.00	250,000	5 1/2" x 8 1/2"	.25 oz.

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Swanson Health Products									
Swanson Health Products Catalog Blow-in	Swanson Health Products is a leader in providing quality vitamins and supplements to retirees who enjoy the convenience of shopping at home and having everything shipped directly to them. They are dedicated to offering the highest quality products at the best price. Swanson Health Products customers are mail orders buyers who enjoy gardening and spending time with family and friends. They are seeking offers/products related to health, insurance, gifts/collectibles, food delivery, personal security, apparel, home décor, hearing aids and safety items such as walk-in bath tubs, convertible beds and chairs. Reach these desirable consumers by including an insert into Swanson Health Products catalogs that are mailed directly to the homes of responsive buyers.	6,355,675	55% Female	60	\$50,000	Inquire	100,000	6" x 6"	.20 oz.
The Children's Place									
The Children's Place Package Insert Program	The Children's Place is the largest pure-play children's specialty apparel retailer in North America. The Company designs, contracts to manufacture and sells fashionable, high-quality merchandise at value prices.	9,010,000	98% Female	40	\$80,000	\$75.00	100,000	5 1/2" x 8 1/2"	.25 oz.
Welcome Wagon									
Welcome Wagon New Mover Gift Book Program	Welcome Wagon is the world's largest welcoming service to the new mover. Reach these movers and their families within 2-3 weeks of their move by including an insert with the Welcome Wagon Gift Book. Inserts will be placed on top of the book which is enclosed in a mailing envelope.	1,320,000	50% Female	38	\$71,000	N/A	110,000	5 1/2" x 8"	.25 oz.