



MEDIA OPPORTUNITIES

YOUR SOURCE TO REACH THE
SENIOR MARKET



Multiple in-home media opportunities to reach consumers in a buying mode.

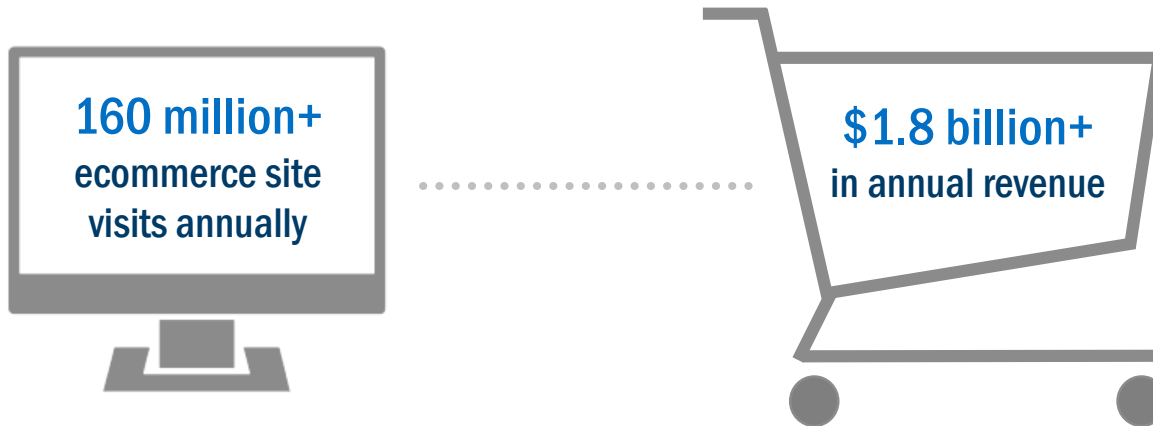


TAP INTO THE POWER OF BLUESTEM BRANDS

Access a diverse audience of millions

Bluestem Brands is the parent company to fast-growing, dynamic, ecommerce retail brands serving a rapidly-growing, underserved market.

Customers are highly conscious of how they spend their money and enjoy the security of shopping for well-known, dependable brands.



TARGET A NICHE SENIOR AUDIENCE

with a range of style & spending preferences

Each of the below apparel and home/hard goods brands caters to a unique style/value niche within the 60+ market.

Their customers are active retirees, baby boomers and seniors who seek value, style, quality and convenience. They are active with family and friends and enjoy donating to charities, gift-giving and traveling.

These consumers like to shop for innovative and fresh merchandise and are frequent buyers of health & beauty and home décor items.

Primarily female

Age 60+

\$70,000+ HHI



REACH BLUESTEM BRANDS CUSTOMERS in multiple ways

Bluestem Brands offers a variety of programs to connect with their loyal customers. Reach this captive audience of proven buyers in their homes where they are primed to make additional purchases.

INSERTS & SAMPLING OPPORTUNITIES

5,000,000+
merchandise shipments
annually

- Can select by brand
- Category exclusivity
- Turn-key printing available

CATALOG BLOW-INS & RIDE-ALONGS

175,000,000+
catalogs & ride-alongs
mailed annually

- 170MM+ catalogs
- 5MM+ ride-alongs
- Category exclusivity
- Turn-key printing available



[INQUIRE ABOUT INTEGRATED DIGITAL OPPORTUNITIES](#)

BLUESTEM BRANDS PARTNERS

Bluestem Brands represents leading national advertisers



AARP®



Publishers
Clearing
House



Consumer Cellular®



Physicians
Mutual®



SAFE STEP®
WALK-IN TUB CO.



ScriptRelief



Life Alert® HELP

SECURE YOUR SPACE WITH BLUESTEM BRANDS

Contact us today

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