

# FranklinCovey PIP Envelope

470,000      Year 2009 Annual Packages      \$12/M

FranklinCovey has opened up space for third-party advertising, on the backside of their 6" x 9" PIP envelope. Merchandise is sold through their catalog and web site.

FranklinCovey is a global leader in effectiveness training and productivity tools. These tools provided by FranklinCovey include paper planning pages, and software with binders, totes and cases to carry them in.

## DEMOGRAPHICS

Age Range: 33 to 55; 67% Married; 56% have 1-4 children

80% Consumer/20% Business (no selections)

Household Income: \$75,000

Net Worth: \$100-500,000

Education: College and Advanced Degrees

Interests Incl: Travel, self improvement, outdoor activities and cultural events

Size of Envelope: 9" x 6"

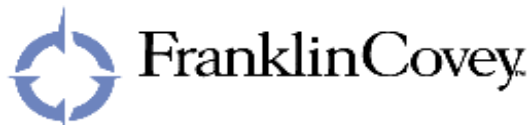
Print Area: Back side is roughly 8" x 4-1/4"

Print Style: Flexography

Colors: One Color TBD

## 2009 Counts

January	35,000	July	25,000
February	25,000	August	30,000
March	25,000	September	50,000
April	30,000	October	50,000
May	20,000	November	70,000
June	30,000	December	80,000



## AVERAGE ORDER

\$60

## GENDER

50% female

50% male

## SOURCE

Direct Mail

Internet

## CONTACT

Christie Langdon  
607-734-4862

**ARTWORK  
PDF REQUIRED  
FOR CLEARANCE**

## Stanton Direct Marketing, Inc.

315 W. Water Street, Elmira NY 14901-2914 Tel: 607-734-1665 Fax 607-734-3708

8/5/2009