

Great Places to Shop: ONLINE

500,000

\$3.00/M

Cost per thousand includes both Print and Distribution

UNIT OF SALE

various

Broaden search engine marketing by making your website visible to mail order buyers -- IN PRINT!

GENDER

Create awareness of the products you sell -- and where they can be found ONLINE. Reach mail order buyers through various Insert Media venues such as package insert programs, statement stuffers, and co-ops.

70% - Female

30% - Male

Average age: 28-54

Great Places to Shop: ONLINE is a printed co-operative insert with up to 20, non-competitive advertisers. Share the cost of reaching new potential buyers through placement in responsive, mail orders packages.

SOURCE

Placements in
Packages Inserts,
Co-ops
Statement Stuffers
Ride-alongs

Great Places to Shop: ONLINE was created to meet today's challenge of a crowded Internet environment. This co-op insert will provide instant visibility to a receptive audience -- one that may not have thought of searching for your particular product.

INCOME

Great Places to Shop: ONLINE returns impulse-buying to the Internet.

\$45,000 to \$50,000
Household Income

Ad Space: 1-3/4" x 3-5/8"

Live Area Size: 1-1/2" x 3-3/8"

Multiple Ad Space available: 10% discount per additional space taken.

MINIMUM ORDER

100,000

2009 Projected Schedule:

October:	200,000	Creative Due:	8/10/09
November:	200,000	Creative Due:	9/8/09
December	100,000	Creative Due	10/5/09

CONTACT

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Projected circulation for 2010: 2,500,000 or more

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