

# CDUniverse.com Package Insert Program

Annual Distribution: 600,000 \$60.00/M

CD Universe is a leading internet retailer specializing in the sale of domestic & imported music CD's and movies (along with a small portion of video games-3% of sales). Their customers are technology savvy with 65% of them having a higher education level. CD Universe prides itself on its high level of customer service as shown by them being a 4 time winner of the Bizrate Circle of Excellence Award in addition to top customer ratings on Yahoo Shopping, Shopping.com, Shopzilla.com and many others.

CD Universe offers both adult oriented and non-adult oriented shipments and offers this selectivity.

This is a good forum for both male and/or female targeted advertisements covering health care, insurance, subscriptions, general merchandise and collectibles. In addition, this owner will accept adult oriented type of inserts into 35% of its shipments.

## Monthly Projected Counts:

Jan 2010: 55M	May 2010: 40M	Sept 2010: 45M
Feb 2010: 55M	June 2010: 40M	Oct 2010: 50M
Mar 2010: 50M	July 2010: 40M	Nov 2010: 65M
Apr 2010: 50M	Aug 2010: 40M	Dec 2010: 70M

Maximum Insert Size: 6" x 9"

Minimum Insert Size: 3" x 5"

Maximum Weight: .25 oz.; Overweight accepted, please inquire.

Maximum Number of Inserts: 8



SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE  
MATERIAL REQUIRED 2-4 WEEKS PRIOR TO INSERTION

## UNIT OF SALE

\$45-\$50

## GENDER

### Adult Shipments:

80% Male/20% Female

### Non-Adult Shipments:

60% Male/40% Female

## AVERAGE AGE

35-50

## SOURCE

### Customer Shipments:

100% online  
buyers

## INCOME

\$75,000.00 Average  
Household Income

## MINIMUM ORDER

25,000

## CONTACT

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