INFORMATION PRODUCTS CHILDREN'S PIP

68,500 **Annual Package Projections, 2010** **$65.00/M**

Updated Counts: As of 12/9/09

See quarterly/monthly projections below

Inserts are enclosed with product shipments ordered by a mail order responsive, predominantly female audience interested in personalized children's products. Products include personalized stickers, poems, name art and personalized clocks.

MAX/MIN INSERT SIZE: Maximum: 5.5" X 8.5"
Minimum: 3.5" X 5.5"

MAXIMUM WEIGHT: Weight sensitive - max .20 ounce
Overweight charge applicable over .2 oz.

MAXIMUM NUMBER OF INSERTS: *8*

2010 Package Projections

1st Quarter:	16,000	Jan - 6.0M; Feb - 5.0M; Mar - 5.0M
2nd Quarter	12,500	Apr - 4.0M; May - 4.0M; June - 4.5M
3rd Quarter	20,000	July - 5.5M; Aug - 6.5M; Sept - 8.0M
4th Quarter	20,000	Oct - 8.0M; Nov - 8.0M; Dec - 4.0M

DEMOGRAPHICS:

Age: 25-45
Income $35,000 to $40,000
Children ages 0 - 12

MATERIAL REQUIRED 4 WEEKS PRIOR TO INSERTION

UNIT OF SALE

$10 to $25 per order

GENDER

85% Female

SOURCE

100% direct mail

MINIMUM ORDER

10,000

CONTACT

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SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE

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