

JR CIGAR PIP ENVELOPE

625,000 Year 2010 Annual Envelopes

\$10/M

JR Cigar is offering space on the back of their package insert envelope. The packages consist of products bought from upscale male customers such as cigars and cigar accessories sold through the JR Cigar catalog and the website. The envelope contains up to 8 non-competitive inserts.

Demographics:

Average Age: 44

80% College Graduates

Household Income Range: \$125,000

55% + Internet Buyers

SIZE OF ENVELOPE:

9 x 6

PRINT AREA:

Back side is roughly 8" x 4-1/4"

PRINT STYLE:

Flexographic

COLORS:

Black only

2010 Counts

January 50,000

July 50,000

February 50,000

August 60,000

March 40,000

September 50,000

April 50,000

October 50,000

May 60,000

November 50,000

June 65,000

December 50,000

CPM only accepted.

AVERAGE ORDER

\$87-102

GENDER

99% Male

SOURCE

Catalog and Internet

MINIMUM ORDER

NA

CONTACT

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