

JR CIGAR CATALOG BLOW-IN

2010 Schedule

1,800,000 Annual Catalogs

\$30/M

JR Cigar is accepting one advertiser to be included in their catalog reaching housefile customers from JR Cigar and jrcigars.com website. The only way to reach the JR Cigar customer is through their new-to-the-market catalog blow in program and package insert program.

The product line includes just about every cigar made, from hand rolled to machine made, ranging in price from \$.05 to \$50 a piece. This is the place for cigar lovers whether you are just a beginner or a connoisseur of fine cigars.

The catalog and website also offer humidors, cigar cases, lighters, apparel, cutters, gourmet food and coffee.

DEMOGRAPHICS

Age Range: 44

Average HH Income: \$125,000+

80% College Graduates

55%+ Internet Buyers

MINIMUM SIZE: 3 1/2" x 3 1/2"
 MAXIMUM SIZE: 5" x 6 1/2"
 MINIMUM WEIGHT: 75 lb. text (7 pt. caliper)
 MAXIMUM WEIGHT: 165 lb. text (10 pt. caliper)
 MAXIMUM WEIGHT: .15 oz.
 MAXIMUM INSERTS: 1-2 non-competitive

Monthly Catalog Schedule (2010 dates tentative)

Mail Date	Material Due Date	Quantity
1/11/2010	12/14/2009	300,000
3/15/2010	2/15/2010	300,000
5/10/2010	4/12/2010	300,000
7/12/2010	6/14/2010	300,000
9/13/2010	8/16/2010	300,000
11/15/2010	10/18/2010	300,000

UNIT OF SALE

\$87- \$102

GENDER

99% Male

SOURCE

Catalog
Internet

MINIMUM ORDER

100,000

CONTACT

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SAMPLE INSERT
PIECE REQUIRED
FOR CLEARANCE

Stanton Direct Marketing, Inc.

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