

# JR CIGAR PIP

## Counts for 2010

625,000 Yearly Packages

\$60/M

Increased circulation! JR Cigar is accepting advertisers into their outgoing packages of cigars and cigar accessories sold through the JR Cigar catalog and jrcigars.com website. The only way to reach the JR Cigar customer is through their new-to-the-market package program and catalog blow-in 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, and gourmet food and coffee.

### DEMOGRAPHICS

Age Range: 44

Average HH Income: \$125,000+

80% College Graduates

55%+ Internet Buyers

MAXIMUM WEIGHT: .25 ounce  
 MAXIMUM INSERTS: 8 non-competitive  
 MAXIMUM SIZE: 5 1/2 x 8 1/2

### 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	60,000	December	50,000

**MATERIAL REQUIRED 4 WEEKS PRIOR TO INSERTION**

### UNIT OF SALE

\$87- \$102

### GENDER

99% Male

### SOURCE

Catalog  
Internet

### MINIMUM ORDER

25,000

### CONTACT

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SAMPLE INSERT  
PIECE REQUIRED  
FOR CLEARANCE

## Stanton Direct Marketing, Inc.

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