

Direct Wines Package Insert Program

486,000 Paid Shipments Annually

\$65.00/M



Direct Wines markets and distributes a wide variety of premium wines to consumers via their Wines Across America and 4 Seasons continuity clubs. From the novice to the connoisseur, Direct Wines reaches an upscale audience who enjoys fine dining and the experience of savoring fine wines. Along with their quarterly wine shipments, members receive informative tasting cards about each wine and a preview of what's to come in their next shipment.

Inserts will be collated into 6" x 9" envelopes that accompany each pre-paid wine shipment. Direct Wines offers a variety of shipping plans based on each customer's preference.

Consumer Profile:

Average Age: 58
Average HHI: \$81,000

Monthly Counts:

Jan: 51,000	Apr: 40,000	Jul: 31,000	Oct: 31,000
Feb: 48,000	May: 27,000	Aug: 26,000	Nov: 38,000
Mar: 50,000	Jun: 27,000	Sep: 35,000	Dec*: 74,000

* December counts include additional holiday shipments.

Program Notes:

Wine shipments are quarterly with minimum duplication.
All shipments are sent via UPS or FedEx.

*** **New shipping address for orders beginning with April 2009 insertion (March 1st delivery). Please contact Anne Cunningham to confirm shipping address. *****

Gender:

60% Male
40% Female

Source:

Internet
Direct Mail
Inserts
Print

Average Sale:

\$129.95

Minimum Quantity:

75,000

Maximum Size:

5 ½" x 8 ½"

Minimum Size:

3 ½" x 6 ½"

Maximum Weight:

0.25 oz.

Inquire for overweight and oversize inserts.

Maximum Inserts:

10

Contact:

Anne Cunningham
203.748.7300
anne@plusme.com



All orders cancelled or reduced within 90 days prior to mail date will be subject to payment at full rental price.
Sample mail piece required.



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