

# Gevalia Kaffe At-a-Glance Program Summary



Gender: 30% Male, 70% Female | Average Age: 45 | Average Income: \$55,000

## Gevalia Paid Intro Shipment Package Insert Program

Your insert will be collated into a 6" x 9" envelope included in the introductory shipments sent to new, prepaid Gevalia members. Packages include a coffeemaker and premium Gevalia coffee. In many instances, various coffee-related premiums such as carafes and mugs may also be included.

Annual Universe	Average Sale	Maximum Size	Maximum Weight
949,169	\$65.00	5 ½" x 8 ½"	0.25 oz.
Card Rate	Minimum Quantity	Minimum Size	Maximum Inserts
\$75.00/M	100,000	2 ½" x 3 ½"	8

## Gevalia Paid Intro Shipment On-the-Pack Program

Your insert will ride in an invoice envelope on top of the shipment box sent to new, prepaid Gevalia members via their introductory shipments. Packages include a coffeemaker and premium Gevalia coffee. In many instances, various coffee-related premiums such as carafes and mugs may also be included.

Annual Universe	Average Sale	Maximum Size	Maximum Weight
949,169	\$65.00	4" x 8"	0.20 oz.
Card Rate	Minimum Quantity	Minimum Size	Maximum Inserts
\$75.00/M	100,000	2 ½" x 3 ½"	3

## Gevalia Subsequent Shipment 3+ Package Insert Program

Gevalia continuity members are coffee lovers who receive regular shipments of their favorite coffee/beverage with the option to vary the quantity and frequency. Your insert will be collated into a 6" x 9" envelope included in the third or later shipment of coffee sent to Gevalia continuity members.

Annual Universe	Average Sale	Maximum Size	Maximum Weight
3,187,000	\$65.00	5 ½" x 8 ½"	0.25 oz.
Card Rate	Minimum Quantity	Minimum Size	Maximum Inserts
\$75.00/M	100,000	2 ½" x 3 ½"	8

## Gevalia Subsequent Shipment On-the-Pack Program

Gevalia continuity members are coffee lovers who receive regular shipments of their favorite coffee/beverage with the option to vary the quantity and frequency. Your insert will ride in an invoice envelope on top of the Gevalia shipment box, ensuring maximum visibility.

Annual Universe	Average Sale	Maximum Size	Maximum Weight
4,385,770	\$65.00	4" x 8"	0.20 oz.
Card Rate	Minimum Quantity	Minimum Size	Maximum Inserts
\$75.00/M	100,000	2 ½" x 3 ½"	3

## Gevalia Limited Edition/Seasonal Flavors On-the-Pack Program

Your insert will ride in an invoice envelope on top of the Gevalia Limited Edition/Seasonal Flavors shipment boxes. These "dual-qualified" members are Gevalia's most valued customers.

Annual Universe	Average Sale	Maximum Size	Maximum Weight
887,104	\$150.00	4" x 8"	0.20 oz.
Card Rate	Minimum Quantity	Minimum Size	Maximum Inserts
\$75.00/M	70,000	2 ½" x 3 ½"	3

# Gevalia Kaffe At-a-Glance Program Summary

Gender: 30% Male, 70% Female | Average Age: 45 | Average Income: \$55,000



## Gevalia Royal Vinter On-the-Pack Program

Your insert will ride in an invoice envelope on top of the Gevalia Royal Vinter shipment box. Its special packaging stands out from the regular continuity shipments, so your inserts are sure to be noticed.

<b>Annual Universe</b>	<b>Average Sale</b>	<b>Maximum Size</b>	<b>Maximum Weight</b>
308,000	\$36.00	4" x 8"	0.20 oz.
<b>Card Rate</b>	<b>Minimum Quantity</b>	<b>Minimum Size</b>	<b>Maximum Inserts</b>
\$75.00/M	50,000	2 ½" x 3 ½"	3

## Gevalia Second Effort Billing Statement Program

Your insert will accompany second effort billing statements sent via first-class mail to Gevalia continuity members who have not responded to the first invoice that was included with their shipment.

<b>Annual Universe</b>	<b>Average Sale</b>	<b>Maximum Size</b>	<b>Maximum Weight</b>
2,400,000	\$65.00	3 ½" x 6 ½"	0.20 oz.
<b>Card Rate</b>	<b>Minimum Quantity</b>	<b>Minimum Size</b>	<b>Maximum Inserts</b>
\$65.00/M	50,000	3" x 5 ½"	2

*To inquire about placement opportunities in the Gevalia Kaffe programs, please contact Anne Cunningham at 203.748.7300 or [anne@plusme.com](mailto:anne@plusme.com).*