

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

887,104 Annually

606,000 Annually (Limited Edition)
281,194 Annually (Seasonal Flavors)



\$75.00/M

Reach Gevalia continuity members who have opted to join an additional premium continuity program. Gevalia Limited Edition customers have opted to receive exclusive coffees from around the world. Gevalia Seasonal Flavors customers have opted to receive special richly flavored coffees that are only offered once a year. These "dual-qualified" members are Gevalia's most valued customers.

Your insert will ride in an invoice envelope on top of the Gevalia Limited Edition/Seasonal Flavors shipment boxes. As one of only three inserts enclosed in the envelope, this exclusivity offers the kind of exposure that gets results.

Gevalia Limited Edition/Seasonal Flavors customers are upscale, selective, highly qualified, and extremely responsive to direct marketing efforts.

Consumer Profile:

Affluent, proven responsive high ticket buyers
Connoisseurs of gourmet coffees, teas, and foods
Average age: 45
Average income: \$55,000 (most households have annual income of \$75,000)
70% professional/managerial
Highly educated and well-traveled
Pay incremental dollars for premium products
Enjoy buying cutting edge technology and upscale home decorations

Monthly Counts:

Jan: 131,000 (LE)	Apr: 129,000 (LE)	Jul: 129,000 (LE)	Oct: 129,000 (LE)
Feb: 0	May: 0	Aug: 0	Nov: 88,000 (LE)
Mar: 70,104 (SF)	Jun: 70,670 (SF)	Sep: 71,169 (SF)	Dec: 69,161 (SF)

Program Notes:

Can select Limited Edition shipments, Seasonal Flavors shipments, or both.
Overweight not accepted.
Want-by date is two weeks prior to mail date.
Split shipments of insert pieces will be required.

Packaging/Shipping Instructions:

Outside of box must be labeled with mailer, key code, and quantity.
Boxes must weigh 30 lbs or less.
No deliveries accepted on Fridays.

Additional Opportunities:

Gevalia Paid Intro Shipment Package Insert Program
Gevalia Paid Intro Shipment On-the-Pack Program
Gevalia Subsequent Shipment 3+ Package Insert Program
Gevalia Subsequent Shipment On-the-Pack Program
Gevalia Royal Vinter On-the-Pack Program
Gevalia Second Effort Billing Statement Program

Gender:

30% Male
70% Female

Source:

Direct Mail
Space Ads
Inserts
Internet

Average Sale:

\$150.00

Minimum Quantity:

70,000

Maximum Size:

4" x 8"

Minimum Size:

2 ½" x 3 ½"

Maximum Weight:

0.20 oz.

Maximum Inserts:

3

Contact:

Anne Cunningham
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*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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