

Gevalia Paid Intro Shipment On-the-Pack Program

949,169 Annually

\$75.00/M



Gender:
30% Male
70% Female

Source:
Direct Mail
Space Ads
Inserts
Internet

Average Sale:
\$65.00

Minimum Quantity:
100,000

Maximum Size:
4" x 8"

Minimum Size:
2 ½" x 3 ½"

Maximum Weight:
0.20 oz.

Maximum Inserts:
3

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 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. Introductory shipments guarantee 100% non-duplication of your inserts month-to-month.

Gevalia continuity members are upscale and highly responsive to direct marketing efforts. This would be an excellent opportunity for epicurean, home and garden, subscriptions, travel, apparel, investment, and much more.

Consumer Profile:

Affluent, proven responsive high ticket buyers
Connoisseurs of gourmet coffees, teas, and foods
Average age: 45
Average income: \$55,000
70% professional/managerial
Highly educated and well-traveled

Monthly Counts:

Jan: 82,674	Apr: 97,096	Jul: 61,675	Oct: 81,281
Feb: 115,724	May: 82,141	Aug: 58,632	Nov: 71,414
Mar: 120,963	Jun: 69,913	Sep: 52,875	Dec: 54,781

Program Notes:

Program duplicates with Gevalia Paid Intro Shipment Package Insert Program.
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 Subsequent Shipment 3+ Package Insert Program
Gevalia Subsequent Shipment On-the-Pack Program
Gevalia Limited Edition/Seasonal Flavors On-the-Pack Program
Gevalia Royal Vinter On-the-Pack Program
Gevalia Second Effort Billing Statement Program

Contact:

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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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