

# Gevalia Royal Vinter On-the-Pack Program

**308,000 Annually**

**\$75.00/M**



Reach Gevalia continuity members who buy additional premium coffee products. These coffees are roasted annually and highly anticipated by Gevalia members.

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.

Gevalia customers are upscale and highly responsive to direct marketing efforts.

**Consumer Profile:**

Affluent, proven responsive high ticket buyers  
Connoisseurs of gourmet coffees, teas, and foods  
Average age: 45  
High annual income  
70% professional/managerial  
Highly educated and well-traveled  
Pay incremental dollars for premium products

**Monthly Counts:**

Mar: 67,708  
Nov: 218,315  
Dec: 22,119

**Program Notes:**

Negative-option 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.

**Gender:**

30% Male  
70% Female

**Source:**

Direct Mail  
Space Ads  
Inserts  
Internet

**Average Sale:**

\$36.00

**Minimum Quantity:**

50,000

**Maximum Size:**

4" x 8"

**Minimum Size:**

2 ½" x 3 ½"

**Maximum Weight:**

0.20 oz.

**Maximum Inserts:**

3

**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  
Limited Edition/Seasonal Flavors 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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