

# Gevalia Second Effort Billing Statement Program

**2,400,000 Annually**  
**200,000 Statements monthly**

**\$65.00/M**



**Gender:**  
30% Male  
70% Female

**Source:**  
Direct Mail  
Space Ads  
Inserts  
Internet

**Average Sale:**  
\$65.00

**Minimum Quantity:**  
50,000

**Maximum Size:**  
6 1/2" x 3 1/2"

**Minimum Size:**  
5 1/2" x 3"

**Maximum Weight:**  
0.20 oz.

**Maximum Inserts:**  
2

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 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. As one of only two inserts enclosed in the statement envelope, this exclusivity offers the kind of exposure that gets results.

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  
Average income: \$55,000  
70% professional/managerial  
Highly educated and well-traveled

**Program Notes:**

Overweight not accepted.  
Want-by date is two weeks prior to mail date.  
Inquire for availability of a third insertion slot (subject to change depending on overall weight of the inserts and envelope).

**Packaging/Shipping Instructions:**

Outside of box must be labeled with mailer, key code, and quantity.  
Boxes must be 30 lbs. or less.

**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 Royal Vinter On-the-Pack 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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