

Gevalia Subsequent Shipment 3+ Package Insert Program

3,187,000 Annually

\$75.00/M



Gevalia continuity members are loyal coffee buyers who receive regular shipments of their favorite coffee 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. These buyers have spent in excess of \$100 on coffee purchases.

Gevalia continuity members are upscale and highly responsive to direct marketing offers.

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: 328,000	Apr: 247,000	Jul: 306,000	Oct: 297,000
Feb: 251,000	May: 310,000	Aug: 239,000	Nov: 239,000
Mar: 245,000	Jun: 245,000	Sep: 238,000	Dec: 242,000

Program Notes:

Want-by date is four weeks prior to mail date.
Split shipments of insert pieces will be required.
Inquire for overweight.

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:

70% Female
30% Male

Source:

Direct Mail
Inserts
Internet

Average Sale:

\$65.00

Minimum Quantity:

100,000

Maximum Size:

5 ½" x 8 ½"

Minimum Size:

2 ½" x 3 ½"

Maximum Weight:

0.25 oz.

Maximum Inserts:

8

Additional Opportunities:

Gevalia Paid Intro Shipment Package Insert Program
Gevalia Paid Intro Shipment On-the-Pack 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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