

Gevalia Subsequent Shipment On-the-Pack Program

4,385,770 Annually

\$75.00/M



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 Gevalia shipment box, ensuring maximum visibility. As one of only three inserts enclosed in the envelope, this exclusivity offers the kind of exposure that gets results.

Gevalia continuity members 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

Monthly Counts:

Jan: 326,084	Apr: 355,959	Jul: 336,759	Oct: 317,703
Feb: 323,133	May: 360,113	Aug: 330,374	Nov: 333,434
Mar: 440,434	Jun: 443,505	Sep: 404,429	Dec: 413,843

Program Notes:

50% of customers are credit card-paid.
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:

\$65.00

Minimum Quantity:

100,000

Maximum Size:

4" x 8"

Minimum Size:

3 ½" x 2 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 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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