

# Yves Rocher Package Insert Program

**480,000 Annually**  
**40,000 Monthly**

**\$65.00/M**



Yves Rocher is the world leader in botanical beauty care, offering a wide variety of beauty products that are scientifically derived from plants. Yves Rocher's botanical beauty care product line includes skin care, body care, hair care, makeup, and natural fragrances. All products are made to be environmentally friendly, right down to the very packages they are supplied in.

Your insert will be included in outgoing merchandise packages shipped to recent Yves Rocher beauty buyers.

Yves Rocher customers enjoy the convenience of selecting quality beauty products through personalized mailings that fit easily into a busy lifestyle. These women respond well to apparel, jewelry, collectibles, food and gift, books, music and video, and health and fitness offers.

Experience Yves Rocher online at [www.yvesrocherusa.com](http://www.yvesrocherusa.com).

**Consumer Profile:**

Average age: 45  
Average income: \$53,000  
5% Online buyers  
75% Multi buyers

**Program Notes:**

No selects available.  
Material required four weeks prior to mail date.

**Continuation Usage:**

Ashton Drake Collectibles, Bradford Collectibles, Dream Products, NY Life, Puritan's Pride, Rodale, Stratford Career Institute, Woman Within

**Gender:**  
90% Female

**Source:**  
Direct Mail  
Insert Media  
Internet

**Average Sale:**  
\$41.00

**Minimum Quantity:**  
50,000

**Maximum Size:**  
5 ½" x 8 ½"

**Minimum Size:**  
3" x 5"

**Maximum Weight:**  
0.25 oz.

**Minimum Weight:**  
0.04 oz.

**Maximum Inserts:**  
12 non-competitive

**Contact:**

Anne Cunningham  
203.748.7300  
[anne@plusme.com](mailto:anne@plusme.com)

*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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