



INKPIXI Custom Gift Apparel Buyers

January 2012

SEGMENTS

151,445	Last 12 mo buyers	Base \$90/M
74,767	Last 6 mo buyers	add \$5/M
35,982	Last 3 mo buyers	add \$10/M
	Fundraisers	\$70/M

Source: 100% Direct Mail
 Gender: 62% female, 35% male
 Avg Unit of Sale: \$80

DESCRIPTION

Target 100% direct mail buyers of gift apparel items such as designer t-shirts, sweatshirts and hats. Inkipixi customers are enthusiastic gift givers. They choose from a wide array of popular themes and customize their gifts for themselves, family and friends. Some of the most popular themes include sports, hobbies, food/drink and ethnic pride.

These consumers are family oriented with traditional values. With an average age of 45, & household income of \$60K, most are homeowners, with children in their lives. Over 35% are repeat customers, spending an average of \$80 on their direct mail purchases.

This responsive audience will respond well to general merchandise, apparel, novelty & collectible offers. Their strong family values make them a perfect audience for insurance offers, fundraising campaigns for humanitarian and social appeals, as well as a variety of publishing offers.

List owner requires a signed List Rental Agreement, & a current sample mailing piece for approval.

Payment terms: Net 30 days from original maildate

Cancellation Policy: Full payment required if not cancelled within 5 days of original maildate.

We believe information provided herewith to be correct but cannot guarantee the accuracy or results of the marketing campaign.

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SELECTS:

New to File: \$10/M

Multi-Buyer: \$10/M
 Gender: \$10/M
 Geo: \$10/M

Run Chgs: \$10/M
 Cancellation fee: \$100/L

Email/FTP: \$50/L

MINIMUM ORDER: 7,500

REUSE: please inquire



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