



Personal Creations – Personalized Product Buyers

SEGMENTS

December 2010

143,208	1 Month Buyers	add \$21/M	\$90/M*
202,244	3 Month Buyers	add \$16/M	
267,005	6 Month Buyers	add \$11/M	
509,340	12 Month Buyers*		
	Fundraisers	\$65/M	

DESCRIPTION

The Personal Creations Catalog is the 'go to' source for consumers looking for personalized items for home and family. This growing file is the 'go to' source for mailers looking for a responsive audience of direct mail buyers!

100% direct mail sold, these buyers look for quality & value and they enjoy the convenience of shopping from home. They purchase decorative and practical items for the own personal use as well as unique items for gift giving purposes. Some of the most popular personalized products are items boasting seasonal & sports themes, gifts celebrating special occasions like birthdays, anniversaries & religious commemorations, and whimsical pet & household collectibles.

These discerning consumers are family oriented with traditional values. The average household income of these loyal customers is \$75K, most are homeowners, with children in their lives. Over 35% are repeat customers, spending an average of \$60 on their direct mail purchases.

Sample mailing piece required.

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

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SELECTS:

6 MO BUYERS	\$11.00/M
3 MO BUYERS	\$16.00/M
1 MO BUYERS	\$21.00/M
\$50+ BUYERS	\$16.00/M
\$75+ BUYERS	\$21.00/M
\$100+ BUYERS	\$26.00/M
Last or Average Purchase	\$6.00/M
Age Select	\$10.00/M
Gender/Sex	\$6.00/M
PRODUCT SELECTS:	\$15.00/M
Birthday	
Children's	
Christmas/Hanukkah	
Family	
Infants	
Men's Gifts	
Pets	
Religious	
Wedding/Anniversary Gifts	
Women's Gifts	
STATE/SCF/ZIP	\$6.00/M
ZIP TAPE SET-UP	\$35.00/F
UNIT OF SALE	\$60.00
INFORMATION:	Average
AVERAGE INCOME	\$75,000
MINIMUM ORDER	10,000
REUSE	PLEASE INQUIRE
CANCELLATION FEE	\$50.00/F
KEY CODING	INQUIRE
ADDRESSING:	
CHESHIRE LABELS	\$7.50/M
EMAIL/FTP	\$50.00/F
FUNDRAISING RATE	\$65.00/M
RUN CHARGES	\$10.00/M



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