

THINGS REMEMBERED BABY GIFT BUYERS

128,062	12 Month Buyers	\$105.00/M
70,690	6 Month Buyers	+5.00/M
36,967	3 Month Buyers	+10.00/M
	Fundraiser/Publisher Rate	\$70.00/M

Description

Things Remembered is a multi-channel retailer of personalized gifts that capture and celebrate life's special moments and occasions. Things Remembered offers a wide variety of lifestyle-oriented merchandise, as well as wedding and business gifts. Specializing in custom-engraving, Things Remembered has over 600 stores nationwide. You can select active buyers of personalized baby gifts for newborns and young children. The Things Remembered baby gift product line includes jewelry boxes, blankets and pillows, feeding sets, baby accessories, picture frames and much more. Products range in price from \$20 to \$100.

Demographics

Average Age: 40-50
Average Income: \$50,000
Male: 24%
Female: 67%

Source

Direct Mail, Retail, Internet.

Average Unit of Sale

\$50.00

Selections

\$50+ Buyers	15.00/M
\$75+ Buyers	20.00/M
\$100+ Buyers	30.00/M
\$150+ Buyers.....	40.00/M
1 Month Hotline	15.00/M
3 Month Hotline	10.00/M
6 Month Hotline	5.00/M
Gender	5.00/M
Geography	5.00/M
Special Occasion	10.00/M

Please inquire for additional selects.

Addressing

Running Charges.....	8.00/M
FTP Fee	50.00
E-mail Fee	50.00
Cartridge Fee	50.00

Names Through

April 30, 2007

Net Name Policy

85% net with \$10/M run charge on 50,000 minimum

Minimum Order: 7,500

Updates: Monthly



List Management **Plus**

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