infogroup®

TARGETING SOLUTIONS

Insert Media

Management & Brokerage

- Package Inserts
- Blow-Ins
- Ride-Alongs
- Statement Inserts
- Space Advertising
- Partnerships
- Online Programs
- Online Advertising

infogroup®
TARGETING SOLUTIONS

Insert Media...sharing the ride, sharing the response, sharing the cost...

- An inexpensive way to generate new customers
- Develop a new universe of prospects
- Test untapped markets
- Drive web activity and build retail traffic

Infogroup Insert Media provides turnkey opportunities for quick program development

Contact our Insert Media team at 402.836.5100
or check our website for more information: www.dmminfo.com

Catalog/Merchandise Programs

AmeriMark® - Blow-In Programs

AmeriMark® Group A Blow-In
56,150,000 ..... Catalogs/Yr. $35/M

AmeriMark® Group B Blow-In
36,010,000 ..... Catalogs/Yr. $35/M

AmeriMark® Group C Blow-In
28,900,000 ..... Catalogs/Yr. $35/M

Carol Wright Gifts® Blow-In
84,050,400 ..... Catalogs/Yr. $35/M

Dr. Leonard's® Healthcare Blow-In
58,207,300 ..... Catalogs/Yr. $35/M

AmeriMark® - Package Insert & Statement Programs

AmeriMark® Direct Billing Statement
2,693,600 ..... Statements/Yr. $45/M

AmeriMark® PIP
770,000 ..... Packages/Yr. $60/M

Anthony Richards® PIP
300,000 ..... Packages/Yr. $60/M

Beauty Boutique® PIP
90,000 ..... Packages/Yr. $60/M

Carol Wright Gifts® PIP
2,037,000 ..... Packages/Yr. $65/M

Complements By Anthony Richards® PIP
60,000 ..... Packages/Yr. $60/M

Dr. Leonard's® Healthcare PIP
1,423,000 ..... Packages/Yr. $65/M

Dr. Leonard's®/Carol Wright® Billing Insert Statement
2,744,300 ..... Statements/Yr. $45/M

Essentials® by Anthony Richards PIP
60,000 ..... Packages/Yr. $60/M

FeelGood Store® PIP
40,000 ..... Packages/Yr. $80/M

Healthy Living™ PIP
120,000 ..... Packages/Yr. $60/M

Time for Me® - Dedicated to the Art of Well-Being PIP
40,000 ..... Packages/Yr. $80/M

Windsor® Collection PIP
60,000 ..... Packages/Yr. $60/M

Bike Nashbar PIP
450,000 ..... Packages/Yr. $61/M

Data Card Information: http://datacards.dmminfo.com/

Care-A-Lot Pet Supply PIP
80,000 ..... Packages/Yr. $61/M

Chelsea & Scott Insert Programs
One Step Ahead/Leaps and Bounds Catalog Blow-In
22,000,000 ..... Catalogs/Yr. $45/M
One Step Ahead/Leaps and Bounds PIP
683,000 ..... Packages/Yr. $65/M
One Step Ahead/Leaps and Bounds Product Sampling
683,000 ..... Packages/Yr. $80/M

Collections Etc. Insert Programs
Collections Etc. Catalog Blow-In
44,931,800 ..... Catalogs/Yr. $35/M
Collections Etc. PIP
3,162,000 ..... Packages/Yr. $65/M
Collections Etc. Product Sampling
3,162,000 ..... Packages/Yr. $90/M

CWDkids PIP
220,000 ..... Packages/Yr. $70M

Doctors Foster and Smith PIP
1,500,000 ..... Packages/Yr. $65M

Dream Products Blow-In
8,950,000 ..... Catalogs/Yr. $35/M
Dream Products PIP
1,440,000 ..... Packages/Yr. $65/M

NEW! **Eurosport** PIP
1,149,900 ..... Packages/Yr. $60/M

Fingerhut Blow-In
66,353,600 ..... Catalogs/Yr. $35/M
Fingerhut PIP
3,630,400 ..... Packages/Yr. $60/M

Frederick's of Hollywood Blow-In
14,300,000 ..... Catalogs/Yr. $35/M

Gardener's Supply PIP
397,700 ..... Packages/Yr. $60/M

HCI Direct Insert Programs
HCI Corporate PIP
655,200 ..... Packages/Yr. $60/M
HCI Corporate Statement Program
900,000 ..... Statements/Yr. $60/M
Silkies Win Back PIP
Inquire for Information $55/M

HearthSong PIP
264,000 ..... Packages/Yr. $60/M

Infinity Resource Group Insert Programs
Collectors Choice Catalog Blow-In/Bind-In
1,020,000 ..... Catalogs/Yr. $30/M
Critics Choice Video & DVD Blow-In
3,180,000 ..... Catalogs/Yr. $30/M
Heartland Music Blow-In
1,045,000 ..... Catalogs/Yr. $30/M
Video Collection Blow-In
1,150,000 ..... Catalogs/Yr. $30/M

NEW! **Jeffers Pet Supply PIP**
420,000 ..... Packages/Yr. $61/M

Jos. A. Bank Catalog Blow-In
7,404,000 ..... Catalogs/Yr. $35/M

NEW! **Journeys® Catalog Blow-In**
5,395,000 ..... Catalogs/Yr. $35/M

Mason Companies Blow-In Programs
Auditions Catalog Blow-In
7,570,000 ..... Catalogs/Yr. $35/M
B.A. Mason Catalog Blow-In
6,357,000 ..... Catalogs/Yr. $35/M
K. Jordan Catalog Blow-In
5,197,000 ..... Catalogs/Yr. $35/M
Maryland Square Catalog Blow-In
20,347,000 ..... Catalogs/Yr. $35/M
Mason Easy Pay Catalog Blow-In
14,890,000 ..... Catalogs/Yr. $35/M
Masseys Credit Catalog Blow-In
16,884,000 ..... Catalogs/Yr. $35/M
NEW! **Stoneberry** Catalog Blow-In
24,210,000 ..... Catalogs/Yr. $35/M

Mason Companies Package Insert Programs
Auditions PIP
164,000 ..... Packages/Yr. $60/M
B.A. Mason PIP
132,700 ..... Packages/Yr. $60/M
K. Jordan PIP
160,000 ..... Packages/Yr. $60/M
Maryland Square PIP
499,700 ..... Packages/Yr. $60/M
Mason Easy Pay PIP
448,000 ..... Packages/Yr. $60/M
Masseys Credit PIP
625,000 ..... Packages/Yr. $60/M
ShoeMall.com PIP
434,000 ..... Packages/Yr. $60/M
NEW! **Stoneberry** PIP
548,000 ..... Packages/Yr. $60/M

Motherwear PIP
15,000 ..... Packages/Yr. $61/M

MORE Catalog/Merchandise Programs ☛

Catalog/Merchandise Programs *(continued)*

NapaStyle Catalog Blow-In
8,214,000 ..... Catalogs/Yr. $35/M

Omaha Steaks International PIP
3,250,000 ..... Packages/Yr. $70/M

Paul Fredrick Catalog Blow-In
4,000,000 ..... Catalogs/Yr. $41/M
Paul Fredrick PIP
294,000 ..... Packages/Yr. $61/M

Performance Bike PIP
275,000 ..... Packages/Yr. $61/M

Pitney Bowes PIP
600,000 ..... Packages/Yr. $65/M
Pitney Bowes Service Statement Program
4,800,000 ..... Statements/Yr. $65/M

Plow & Hearth PIP
416,200 ..... Packages/Yr. $60/M

Shades of Light Catalog Blow-In
1,975,000 ..... Catalogs/Yr. $35/M

Sports Endeavors Catalog Blow-In
8,890,000 ..... Catalogs/Yr. $31/M

Tafford Uniforms PIP
207,000 ..... Packages/Yr. $65/M

Thompson Cigar Catalog Blow-In
7,875,000 ..... Catalogs/Yr. $35/M
Thompson Cigar PIP
1,204,000 ..... Packages/Yr. $60/M

Ulla Popken Catalog Blow-In
6,628,000 ..... Catalogs/Yr. $46/M
Ulla Popken PIP
180,300 ..... Packages/Yr. $61/M

White Flower Farm PIP
83,500 ..... Packages/Yr. $66/M

Contact our Insert Media team at 402.836.5100
or visit our website for more information: www.dmminfo.com

Publishing/Additional Opportunities

Aurora Loan Services Mortgage Statement Program
5,702,500 ..... Statements/Yr. $60/M

Better Homes & Gardens Insert Programs
BH&G Annual Books Insert Program
1,169,300 ..... Packages/Yr. $60/M
BH&G Annual Books Statement Insert Program
640,000 ..... Statements/Yr. $55/M

Black Enterprise Magazine Statement Program
120,000 ..... Statements/Yr. $56/M

Bloomberg BusinessWeek Statement Program
3,600,000 ..... Statements/Yr. $80/M

Girls' Life Statement Insert Program
260,000 ..... Aug.-Dec. Inserts $55/M

Globe Direct (TMC Program of the Boston Globe)
65,000,000 ..... Households/Yr. $51/M

Hearst Magazines Statement Programs
Country Living Statement Program
765,000 ..... Statements/Yr. $45/M
Food Network Magazine Statement Program
558,000 ..... Statements/Yr. $45/M
Good Housekeeping Statement Program
1,800,000 ..... Statements/Yr. $45/M
House Beautiful Statement Program
323,000 ..... Statements/Yr. $45/M
O, The Oprah Magazine Statement Program
885,000 ..... Statements/Yr. $45/M
Popular Mechanics Statement Program
415,000 ..... Statements/Yrs. $45/M

Jerry Baker Insert Programs
NEW! **Bakers Best PIP**
150,000 ..... Packages/Yr. $65/M
Jerry Baker Home, Health & Garden Book Buyers PIP
413,000 ..... Packages/Yr. $65/M
Jerry Baker Statement Program
486,000 ..... Statements/Yr. $60/M
Jerry Baker 5+ Statement Program
317,000 ..... Statements/Yr. $60/M

Kappa Publishing Blow-In
48,000,000 ..... Circulation/Yr. $36/M
Kappa Publishing Canadian Blow-In
6,000,000 ..... Circulation/Yr. $36/M

PC World/Macworld Premium Ride-Along
196,000 ..... Premiums/Yr. $56/M

Publishers Clearing House Insert Programs
Publishers Clearing House Merchandise PIP
4,925,000 ..... Packages/Yr. $60/M
Publishers Clearing House LITE PIP
6,050,000 ..... Packages/Yr. $60/M

RDA (formerly Reiman) Insert Programs
Reiman Publications Premium RAL
415,000 ..... Packages/Yr. $60/M
Food & Entertaining
Healthy Cooking Onsert Program
848,000 ..... Packages/Yr. $65/M
Simple & Delicious Onsert Program
1,077,900 ..... Packages/Yr. $65/M
Taste of Home Onsert Program
5,634,600 ..... Packages/Yr. $65/M
Home & Garden
Birds & Bloom Onsert Program
3,067,100 ..... Packages/Yr. $65/M
Birds & Bloom Extra Onsert Program
733,500 ..... Packages/Yr. $65/M
Country Onsert Program
2,100,200..... Packages/Yr. $65/M
Country Extra Onsert Program
676,400..... Packages/Yr. $65/M
Country Woman Onsert Program
824,500..... Packages/Yr. $65/M
Farm & Ranch Onsert Program
584,600..... Packages/Yr. $65/M
Reminisce Onsert Program
2,610,000..... Packages/Yr. $65/M
Reminisce Extra Onsert Program
838,900..... Packages/Yr. $65/M
Canadian Magazines @ RDA Onsert RAL
1,097,500 ..... Packages/Yr. $65/M

Time Life PIP
500,000 ..... Packages/Yr. $61/M

Data Cards on all programs can be found online: ***http://datacards.dmminfo.com***

Use Insert Media to...

Acquire Customers

New customers are fresh energy. Our insert and multichannel media programs will provide a vital component of your marketing mix for acquiring customers. A well-crafted insert media program is designed to increase your contact frequency and produce maximum response at a fraction of the cost of other direct marketing media. Incorporate any of the following insert media or alternative media components below and your sales message will receive the frequency to produce customer acquisition…at an optimal cost.

Package Inserts • Coops • Free Standing Inserts (FSIs) • Space Advertising • Blow-Ins and Bind-Ins • Statement Stuffers • Partnerships • Card Decks • Statement Messaging • Event Packages • and more

Generate Revenue

Let us help you generate income with little or no investment from the resources you already have. We create and manage insert and multichannel media programs for publishing, catalog, and interactive clients, along with online websert properties. Our full range of managed insert and multichannel media programs gives us a unique view of the entire marketplace and a tremendous advantage for increasing sales through internal cross-selling among our managed programs.

Discover what our Insert Media team can do for your business.

Acquire Customers & Generate Revenue through Insert/Multichannel Media—

Ask Our Team

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www.dmminfo.com

Data Cards: http://datacards.dmminfo.com

Acquire Customers

& Generate Revenue

through Inserts & Multichannel Media

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