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# Annual Catalog Conference

## Insert Media for Catalogers

May 23, 2005

# Just in Time for Inserts

- Inserts are a growing medium – new programs are added daily, with over 1,200 programs on the market today.
- Also increasing is the available segmentation resulting in greater ability to reach your target market.
- Traditional insert users include continuity programs, cosmetics, collectibles and business/consumer merchandise & services.



▲ Detach, provide name/address & return to receive your FREE 22kt Gold Stamp Replica. ▲

**Congratulations!**

You've been selected to receive a **FREE 22kt Gold Collector's Stamp Replica!**

No strings.  
No sign up.  
No Obligation.

**FIND OUT MORE INSIDE...**



# Just in Time for Inserts

- Insert media has been underutilized by catalogers, and there is still plenty of room in the packages
- Some catalogers utilizing inserts as part of their acquisition strategy: Blair, Dell, Lerner, Gadget Universe, Paul Fredrick, Brylane, Personal Creations, Oriental Trading, Swanson Health Products, Merlite Jewelry, Paula Young, Collections Etc.



# Benefits over Solo Direct Mail

- Reduced acquisition costs – printing, postage, media
- Expands your reach during growth or as you exhaust other channels
- Implied endorsement by the program owner
- Prospect is excited and in a buying mode
- Prospect is HOTTER than any hotline and is sure to open the package
- No government regulations regarding privacy concerns

# Package Insert Programs

- Reaches customers at the time of product delivery
- Package gets opened promptly
- Many package insert programs reach catalog customers
- Max size 5.5" x 8.5", max weight 0.25 oz.
- 6-12 offers inserted per envelope
- Programs vary in size from 100,000 packages per year to millions of packages.
- Program examples include Disney Catalog, Bedford Fair and 1-800-Flowers



**1-800-flowers.com**

*Nestly Birds 2363*

Take **\$5\* OFF** when you use promo code **4PE** at checkout.

**MAMA MOORE'S BAKESHOP COOKIE BASKET**  
#5363 49.99

**Special Offers!**

Take a peek inside...  
These offers will interest you!

**FIELDS OF EUROPE™**  
1731 Medium (shown)  
39.99  
mail 134.99  
age 144.99  
one-day Delivery Available

Call 1-800-FLOWERS® (1-800-356-9377), Click [www.1800flowers.com](http://www.1800flowers.com), or Come in!

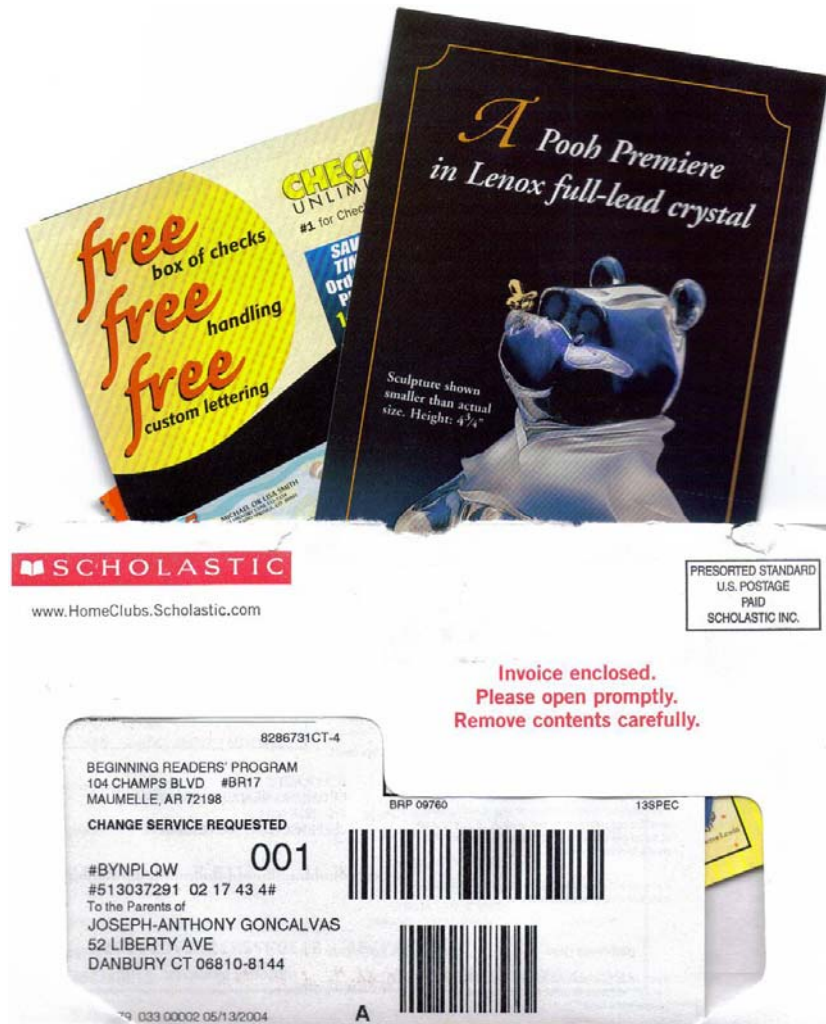
# Ride Along Programs

- Reaches customers, usually continuity programs
- Only a few outside advertisers per package
- Size requirements vary
- Program examples: Columbia House Music and DVD Clubs, Bookspan book clubs



# Statement Programs

- Only one or two per statement
- Smaller specs [3.5" x 7"]
- Greater volume [1 mil+]
- Usually gets opened when customer has their checkbook out for greater ease of purchase
- Credit card statements offer charge to the card for easy payment
- Works well for gift products, impulse buyers
- Program examples: IMP, Gevalia, Rodale, Scholastic



# Blow In Programs

- Only one or 2 insert pieces per catalog
- Reaches large audience, usually 1 million+
- Size requirements vary
- Ship date is known, so timing is predictable
- Some programs offer bind-in services
- Program examples: Cigars International, Paul Fredrick and Domestications

The image shows two magazine inserts. The left insert is for Bose, featuring a Bose Wave Radio/CD player. The right insert is for Cigars International, featuring a sampler of cigars.

**Estrel** will 'wow' you  
\$49.95 plus freebies

THE GUARANTEE IS AS CLEAR AND UNDISTORTED AS THE SOUND.

**BOSE**  
THE WAVE<sup>®</sup> RADIO/CD

**Damn the Torpedos!**  
\$39.95 58% off!

12 tantalizing torpedos to tease the tastebuds

I love introducing you guys to quality cigars. That's my whole M.O., and that's why we compiled this introductory sampler. And this ain't some ho-hum sampler. Far from it, my friend! In fact, it's one of CI's best to date. See, this collection delivers big, big savings on a superior collection of top-notch premium brands. You get 12 Nicaraguan handmades, including six CAO and six Perdomo, two of the best brands in the business, all in the torpedo shape - often the most expensive and difficult to make. Since I really like these blends, I'm throwing caution to the wind, offering them out to you at a measly \$39.95! That's right, \$39.95 is mere chump change when you consider that this represents 58% off retail prices. One of these days I'll try and make some money off of you people, but since I really like keeping our warehouse moving at a frenetic pace, I can't resist the temptation to price this so attractively. I know that those of you who have already tried these brands will outsmart me and buy one, realizing the price is positively eye-popping. But it's mostly intended as a "get-acquainted" intro offer. That's why we have to limit the special to "one to a customer." See, unlike some of our shady competitors (insert evil smile here), CI delivers the goods with premium brands, no garbage, and bargain-basement prices!

**"The Twelve Top Torpedos Sampler"**  
• 3 CAO Belicoso Maduro (8" x 54)  
• 3 CAO Belicoso Extreme (8" x 54)  
• 3 Perdomo/ Milenario Cameroon (8.5" x 53)  
• 3 Perdomo/ Milenario Maduro (8.5" x 53)

**Twelve Top Torpedos**  
12 Cigars (6" TTS) **Special** \$39.95

**CIGARS INTERNATIONAL**

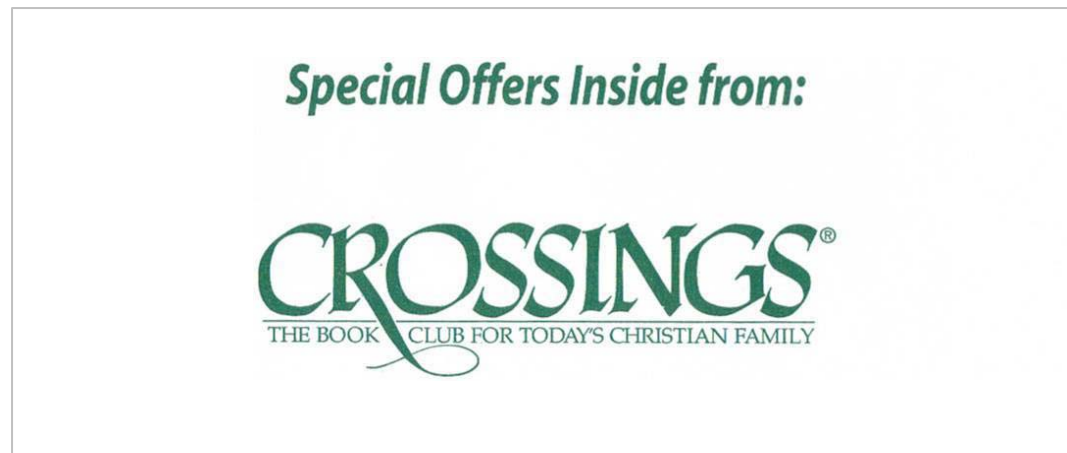


# Maximize Insert Results

- Request segmentation to reach your target audience
  - Blow Ins – request to reach customers, not prospects
  - Insert Programs – segment by catalog, interest group or product purchased
  - Statements – segment by geography
- Ask who will be in the envelope with you
- Request program samples to see how your offer will be presented
- Find out who is continuing in the program
- Ask if the program is running on schedule

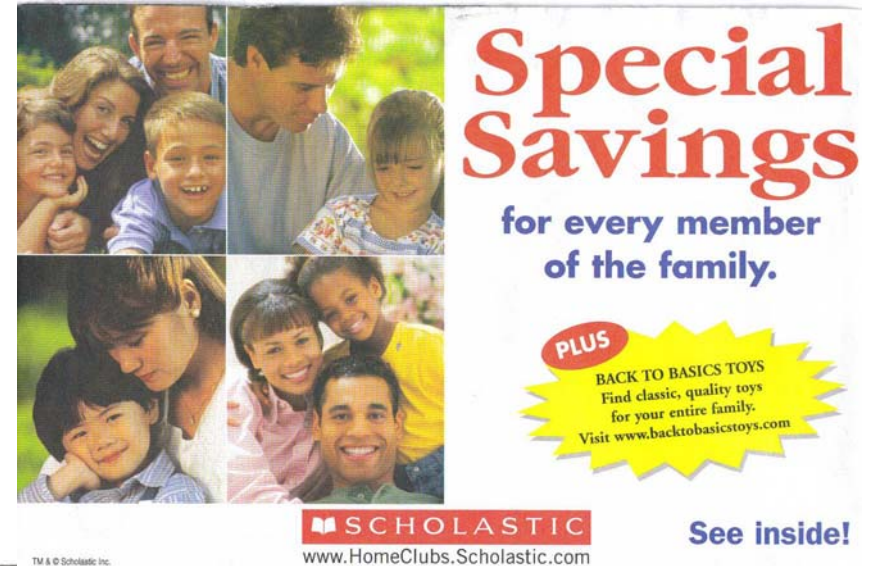
# Maximize Insert Results

- Boost offer visibility by requesting preferred placement and advertising on the envelope that you are in
- Crossings Book Club is featured on the Yves Rocher insert envelope, highlighting their offer inside



# Maximize Insert Results

- Front & back of Scholastic insert envelope featuring the Caravan ad with the insert piece inside.
- Another idea is to feature an endorsed offer with logo of program owner, special offer for their customers.

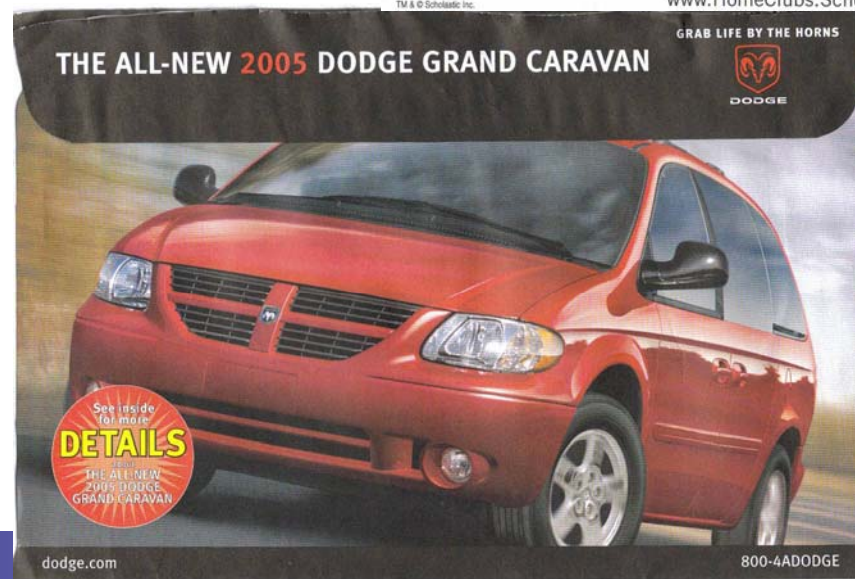


**Special Savings**  
for every member of the family.

**PLUS**  
BACK TO BASICS TOYS  
Find classic, quality toys for your entire family.  
Visit [www.backtobasicstoys.com](http://www.backtobasicstoys.com)

**SCHOLASTIC**  
www.HomeClubs.Scholastic.com

See inside!



THE ALL-NEW 2005 DODGE GRAND CARAVAN

GRAB LIFE BY THE HORNS

**DODGE**

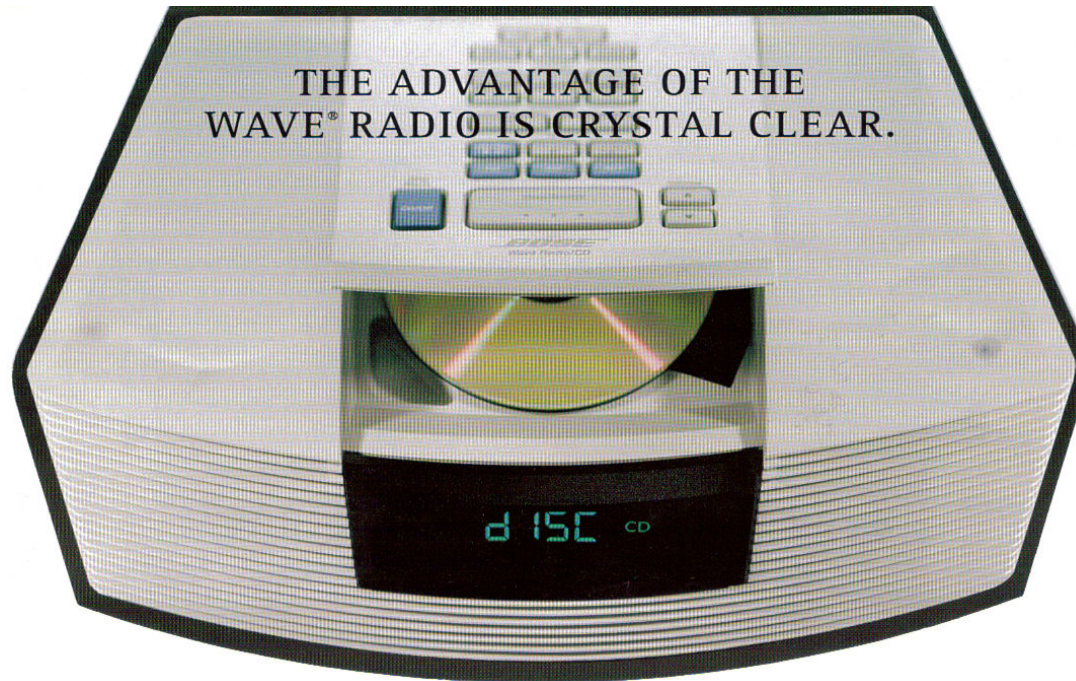
See inside for more **DETAILS**  
THE ALL-NEW 2005 DODGE GRAND CARAVAN

dodge.com 800-4ADODGE

# Frequently Asked Questions

- How do I know my piece will fit in the program?
- How do I know if there is room?
- When should I place my order?
- What offer should I use?
- How do I track results by program?
- What can I expect to pay for inserts?
- How do I know my offer will really be inserted?
- Can I exchange insert space?
- Can I accept inserts in my packages and earn revenue?


# Fun With Inserts



Bose Wave Radio shaped insert builds interest in the product versus the rectangular piece.

**INTRODUCING  
THE NEW BOSE® WAVE®  
MUSIC SYSTEM.**

**PERFORMANCE** everyone can recognize.  
**SIMPLICITY** everyone can appreciate.  
**ELEGANCE** that speaks for itself.



**BOSE®**  
Better sound through research®

CANLM-25984

# Fun With Inserts

**Rent as many  
DVDs  
as you want**  
Just \$22 a month

11821

**FREE TRIAL**

www.netflix.com

Netflix uses a “movie ticket” shaped piece to attract new dvd customers.

# Fun With Inserts

**Print. Scan. Copy. Save with Dell!**

**20% OFF**

**ANY Dell All-in-One Inkjet Printer**  
Offer valid with select Dell promotions.



**Dell™ All-in-One Printer A960**  
This workhorse includes a fax/modem and an automatic document feeder.  
**\$143** ~~\$179~~ before coupon savings



**Dell Photo All-in-One Printer 922**  
Creates long-lasting, borderless photo prints up to 8.5" x 11".  
**\$96** ~~\$119~~ before coupon savings



**Dell All-in-One Printer A920**  
For high-resolution, high-speed printing, scanning and copying.  
**\$64** ~~\$79~~ before coupon savings

**DELL™** Call **1.888.715.7506**  
or visit us online at [dell.com/electronics](http://dell.com/electronics).

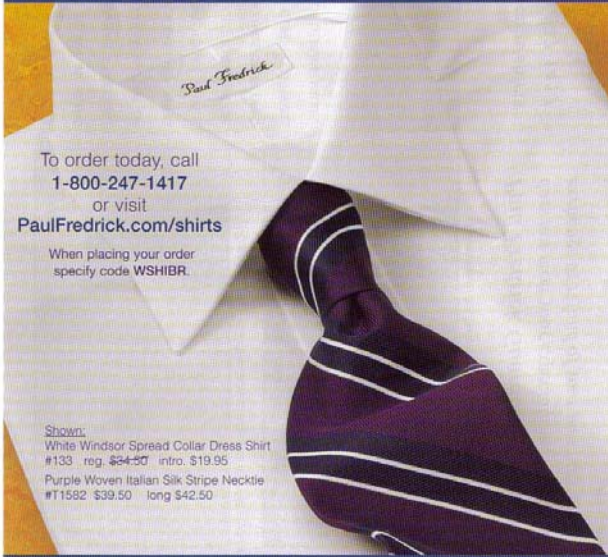
**Act now! Offer ends October 31, 2004.**  
DON'T FORGET TO MENTION YOUR SPECIAL CODE:  
**KMBGG03V9XJ3FL**

Pricing, specifications, availability and terms of offers may change without notice. Taxes, fees and shipping charges are extra and vary, and are not subject to discount. May be combined with other select offers or discounts. Valid on new U.S. online purchases through the Dell Home Electronics and Accessories site and for phone orders of electronics and accessories purchased without a system only. Offer does not apply to and is not available with systems or items purchased through the online systems configurator, refurbished items or spare parts. Limit 10 same items per order, but any applicable discounts apply to only the first 5 same items per order. One coupon per customer. Coupon is for one-time use only. Dell cannot be responsible for pricing or other errors, and reserves the right to cancel orders arising from such errors.

Dell uses a special offer to entice new customers to purchase through inserts.

# Fun With Inserts

**The classic Paul Fredrick white 100% cotton dress shirt at a special introductory price of \$19.95.**  
(Regularly \$34.50 - \$42.50)



To order today, call  
**1-800-247-1417**  
 or visit  
**PaulFredrick.com/shirts**

When placing your order specify code WSHIBR.


Shown:  
 White Windsor Spread Collar Dress Shirt #133 reg. \$34.50 intro. \$19.95  
 Purple Woven Italian Silk Stripe Necktie #T1582 \$39.50 long \$42.50

Crafted impeccably of Egyptian cotton broadcloth. Available in six collar styles, button or French cuffs and three fit alternatives (Regular, Big & Tall or Trim).  
 Shipping charges extra. Hurry, limited time offer. Expires 6/30/02.

**PAUL FREDRICK**  
 M E N S T Y L E

Paul Fredrick inserts feature a top performing “hero” product,

**Free Discount Jewelry Catalog!**



**Exciting Quality-Crafted Jewelry**

The Merlite Catalog is any jewelry lover's dream come true! A complete line of first quality jewelry at astounding discount prices—the lowest prices you'll find anywhere, by far! You'll find it all in this catalog—rings, earrings, bracelets, necklaces, pendants, chains, pins, hair accessories, watches, and much more! Sterling Silver, 14-Karat Gold, Birthstones, Gemstones, Personalized Items, Religious Jewelry, all the latest fashion trends—everything all in one place!

Just send us your name and address on the postage-paid card below and we'll rush you a copy of our catalog, absolutely FREE and without obligation of any kind. Not to mention a special introductory offer and a jewelry gift FREE with any order! So don't miss out... Mail the card TODAY!

DETACH HERE BEFORE MAILING

**merlite JEWELRY**  
 30-00 47th Avenue, Long Island City, N.Y. 11101  
 For Phone Orders Call 718-433-1830

**YES!** Please rush me a copy of the Merlite Jewelry Catalog — FREE and without any obligation.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 E-Mail \_\_\_\_\_

Keep informed of the latest internet specials  
**NO STAMP NEEDED - DETACH AND MAIL TODAY!** © 2005 DLLC KEY: P7180

Merlite offers prospects a free catalog request form.



# Fun With Inserts

**SWANSON**  
Health Products *your low price leader for over 30 years!* Edition XCE

## WHEN WAS THE LAST TIME YOU SAW PRICES THIS LOW?



My father started our family-owned company in 1969 with three goals: to offer the highest quality nutritional supplements, at the lowest possible prices, with the best customer service ever. Today, we're proud to continue this tradition. Try us today, and find out why Swanson Health Products is America's #1 healthy place to shop!

Lee Swanson, President, Swanson Health Products

Swanson Premium Brand® <b>Alpha Lipoic Acid</b> 67 SW710 • 120 capsules/50 mg	<b>\$3.59</b>	Swanson Superior Herbs <b>Milk Thistle</b> 67 SW4051 • 120 capsules/250 mg	<b>\$6.79</b>
Swanson Best Weight-Control Formulas <b>Chitosan</b> 67 SW0014 • 180 capsules/500 mg	<b>\$8.49</b>	Swanson Premium Brand® <b>MSM</b> 67 SW0033 • 250 capsules/500 mg	<b>\$5.79</b>
Swanson Premium Brand® <b>Colostrum</b> 67 SW814 • 400 capsules/450 mg	<b>\$3.49</b>	Swanson Premium Brand® <b>Natural Vitamin E</b> 67 SW149 • 100 softgels/400 IU	<b>\$3.89</b>
Swanson Premium Brand® <b>CoQ10</b> 67 SW027 • 60 capsules/30 mg	<b>\$6.29</b>	Swanson Best Garlic Supplements <b>Odor-Controlled Garlic</b> 67 SW008 • 200 capsules/500 mg	<b>\$3.99</b>
Swanson Premium Brand® <b>Ester-C® &amp; Bioflavonoids</b> 67 SW703 • 100 capsules/500 mg	<b>\$4.79</b>	Swanson EFAS <b>Organic Flaxseed Oil High Lignans</b> 67 SW005 • 200 softgels	<b>\$6.59</b>
Swanson Premium Brand® <b>Ginkgo Biloba 24%</b> 67 SW471 • 120 capsules/60 mg	<b>\$3.89</b>	Swanson Ultra® <b>SAME</b> 67 SW095 • 20 tablets/200 mg	<b>\$8.99</b>
Swanson Ultra® <b>Glucosamine, Chondroitin, &amp; MSM</b> 67 SW0056 • 120 tablets	<b>\$11.99</b>	Swanson Premium Brand® <b>Saw Palmetto</b> 67 SW774 • 250 capsules/540 mg	<b>\$3.99</b>
Swanson Best Weight-Control Formulas <b>L-Carnitine</b> 67 SW0021 • 60 tablets/500 mg	<b>\$6.49</b>	Swanson Premium Brand® <b>Selenium</b> 67 SW245 • 300 capsules/100 mcg	<b>\$3.19</b>
Swanson Premium Brand® <b>Liquid Cal &amp; Vitamin D</b> 67 SW182 • 250 softgels	<b>\$6.29</b>	Swanson Superior Herbs <b>St. John's Wort</b> 67 SW4062 • 60 capsules/250 mg	<b>\$2.79</b>

Call Toll Free 24 hours a day, 7 days a week  
**1-800-437-4148**  
Fax orders 1-800-726-7691

To see our FULL LINE OF PRODUCTS visit us online at  
[www.swansonvitamins.com](http://www.swansonvitamins.com)  
These sale prices valid on mail, phone, and fax orders only

Swanson includes a variety of product offerings on their piece.

# BLAIR

Spring 2004

Welcome! **free!** shipping

We'd love to have you as our newest customer. As a special invitation to try our terrific values, we're offering you — while supplies last — **tremendous savings on a sampling of our best sellers.** Our customers love these clothes for their perfect fit, effortless coordination and easy care — and we think you will, too! Order from Blair today and save!

**SAVE \$9 on this look**

**Tea**  
Features rounded neckline and front dyed-to-match lace inset. Approx. 24" L. Polyester/cotton knit. Machine wash/dry. Imported.  
Pink Coral(11), White(14)  
**32306**  
Sizes S(8-10), M(12-14), L(16-18), XL(18W-20W), 2XL(22W-24W), 3XL(26W-28W) ~~\$19.99~~ **\$12.99**

**Capris**  
Delightful multi-stitched elastic waist. Side-seam pockets, side vents. Inseam 23". Woven cotton/polyester yarn-dyed plaid. Machine wash/dry. Imported.  
**3230722**  
Sizes S(8-10), M(12-14), L(16-18), XL(18W-20W), 2XL(22W-24W), 3XL(26W-28W) ~~\$14.99~~ **\$12.99**

White

**1-800-458-2000**

Blair inserts a 16-page mini-catalog complete with an order form.

Thank You!