

Classic Trinkets*



35,900	Monthly Hotline	\$ 90.00/M
432,200	12 Month Buyers	\$ 80.00/M
	Fundraiser Rate	\$ 75.00/m

These responsive women have purchased a variety of costume jewelry via package inserts and space ads. They have purchased, rings, necklaces, earrings, bracelets and other types of trinkets. These value conscious buyers spend between \$12.95 and \$39.95 for these items. 65% of these women have used a credit card. Average purchase is \$40.00.

These buyers are responsive to apparel, cosmetics, diet, self help, beauty merchandise, general merchandise, continuity, sweepstakes, credit card and insurance offers.

20% Commission to recognized brokers

All orders cancelled after mail date will be billed at full rental rates. Orders cancelled prior to mail date will be billed running charges and \$75 flat fee.

Sample mail piece required.

Additional Information

UNIT OF SALE	\$12.95-\$39.95
GENDER:	97% Female 3% Male
SOURCE:	PIP/Space
UPDATED:	Monthly
MINIMUM ORDER:	5,000
MATERIALS:	\$50/L Cartridge \$75/L Email

Selections (+)

GENDER	\$7.50/M
CREDIT CARD	\$10/M
GEOGRAPHY	\$7.50/M
PHONES	inquire

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