



## PERSONALIZED PRODUCTS FROM IDENTITY DIRECT

FORMALLY KNOWN AS ORTEGA PUBLISHING DIRECT RESPONSE BUYERS

**IDENTITY DIRECT** personalized product buyers are mostly females who have purchased for the children they love. These mothers, grandmothers, aunts and friends have responded to an alternative media direct mail offer and have all paid for their orders. Many of Identity Direct's exclusive personalized products feature popular Disney characters such as Buzz Lightyear, The Princess Collection and Winnie the Pooh. Offers are designed for children ages 0-7 and include My Adventure Books, Children's Name Clocks & Children's Name Poems. Each of the Adventure Books features the child as the hero with many personalizations.

512,038	Total Paid Buyers	\$95/M
76,566	12 Month Paid Buyers	+\$ 6/M
	6 Month Paid Buyers	+\$11/M
	3 Month Paid Buyers	+\$16/M
	1 Month Paid Buyers	+\$21/M



### Identity Direct is recommended for:

Childrens' Merchandise/Music  
 Childrens'/Parents' publications  
 Finance/Insurance  
 Internet/Communications  
 Cultural Fundraising  
 Family Vacations  
 Educational Offers  
 Clubs/Memberships  
 Crafts/Collectibles  
 General Merchandise/Gifts



### SELECTIONS:

Grandparents/Gift Givers	+\$10/M
Parents/Gift Givers	+\$10/M
Families/Title Slug	+\$10/M
Child's gender, age	+\$10/M
Geography	+\$10/M
Keying	+\$ 3/M
Run Charges	+\$10/M
Mag Tape, Cartridge	\$25/L
Diskette, Email	\$50/L

### Additional information

**SOURCE:** Direct response, average order \$16.95  
**UPDATES:** Quarterly. Minimum order 10,000.  
**SPECIFICATIONS:** Sample mail piece required. All orders are for one time use. Records are addressed to the adults or title slug only.



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