



Key Segments:

26,512	12 month buyers	\$125.00/M
18,303	6 month buyers	+ \$10.00/M
14,378	13-24 month buyers	\$120.00/M
	Fundraiser/Publisher Rate	\$70.00/M

Poetry has brought its successful European catalogue into the US and is now making available its unique file of US-based customers.

The **Poetry** catalogue targets upscale females with an eye for elegant, chic, effortlessly wearable style. Spending an average of \$400, these buyers are purchasing apparel and accessories for office, day and evening wear. 100% Direct Mail sold. Virtually all are credit card purchasers.

The typical **Poetry** customer is 50-65 years of age, with an average household income of \$150K+. Most are professional, married homeowners, who demand style and comfort to maintain their busy lifestyles.

With an unsurpassed focus on service, **Poetry** has produced a highly qualified list of satisfied customers who will respond favorably to offers for quality apparel and accessories, home décor, gifts, subscriptions and financial services.

Visit www.poetryfashion.com to learn more about **Poetry**!

For more information please contact Gwynn Ballard, Manager, List Operations, 914.262.3386, gballard@ballarddirect.com

Please email orders to lists@ballarddirect.com

August 2017

Unit of Sale: \$400.00

Gender: 99% Female

Minimum: 5,000

Source: 100% Direct Mail

Updates: Weekly

Addressing:

Email \$50.00/F
Run Charge \$8.00/M

Selection Charges:

6 month buyers	\$10.00/M
12 month buyers	\$0.00/M
\$50+	\$25.00/M
\$75+	\$35.00/M
\$100+	\$45.00/M
\$150+	\$50.00/M
\$200+	\$60.00/M
Gender	\$8.00/M

Cancellation fee: \$100 flat, plus applicable run chg, material & shipping fee. Orders cancelled after merge and/or maildate: full rental charges apply.

Terms: Net 30 days after maildate.

We believe all information stated herewith to be accurate, but cannot guarantee the outcome of the mailing.

Continuation Usage:

- Eddie Bauer
- Garnet Hill
- Grace
- J. Peterman
- Lafayette 148
- Marmi
- Peruvian Connection
- Ross-Simons
- Soft Surroundings
- Talbots