

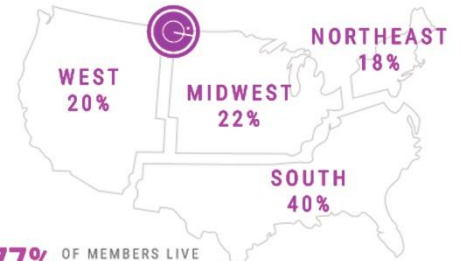
WHO YOU WILL REACH



2.3 MILLION+

PROFILED MEMBERS
IN OUR COMMUNITY

MEMBER DISTRIBUTION



77% OF MEMBERS LIVE
IN URBANIZED AREAS



MARITAL STATUS

1 IN 2 ARE MARRIED

WEALTH & SPENDING
HABITS

\$116 BILLION
COMBINED
ANNUAL INCOME
OF PINCHME
MEMBERS

\$15 BILLION
ON
CONSUMER
GOODS
ANNUALLY

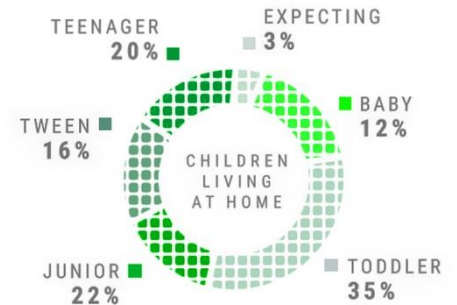


3/4
ARE THE PRIMARY SHOPPER
FOR THEIR HOUSEHOLD



70%
OF MEMBERS REGULARLY
SHOP ONLINE

PRESENCE OF CHILDREN
3 OUT OF 5 HAVE CHILDREN LIVING AT HOME



GENDER & AGE

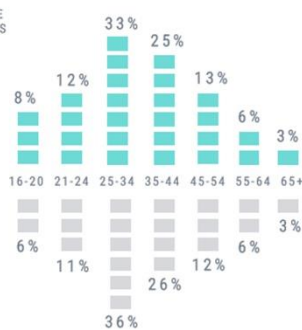
36
MEDIAN AGE
OF MEMBERS



87%



13%



REACH ACTIVE SHOPPERS

Get in front of a national audience of active shoppers.

100% OPEN RATE

Your brand receives a premium & engaged impression.

USER GENERATED CONTENT

Members photograph and share their box on social media.

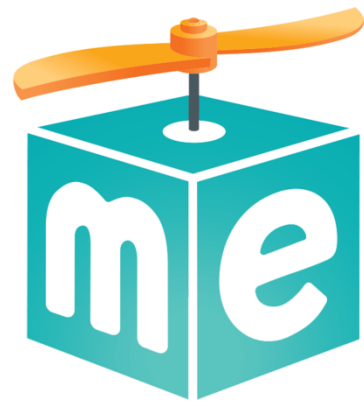
YOUR OFFER IS A HIGHLIGHT

PINCHme members are receiving a free box with items to try. Your offer is not an afterthought, but the highlight.



PINCHme

Package Insert Program



PINCHme gives consumers the opportunity to try products before they buy. **PINCHme** is an online destination where members try products from the world's leading brands, completely for free, all in exchange for their feedback! **PINCHme** is 100% free. No credit card is required and shipping is free on all box orders.

PINCHme has opened up space in their packages for Ride-Along **Inserts** to go out with these highly targeted samples in 100k-150k packages a month.

87% Female • 13% Male

• 60% + Moms with Children •

34% Age 25-34 • 24% Age 35-44



**2.3MM+
Members**

**12MM
Samples
Delivered**

**200
Brands**



Sample Product Categories:

- Baby • Beauty & Cosmetics •
- Food & Beverage • Health & Wellness •
- Household Essentials • Personal Care •
- Pets • Snacks & Sweets •



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