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**HSN Statement Insert Program**


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HSN distributes a minimum of 650k paper statements each month with an additional 200k deployed digitally!

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**SEGMENTS**

Total Universe / Universe Rate	\$0.00
650,000 Monthly Paper Statements	

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**ID NUMBERS**

<b>Manager ID</b>	<b>505528</b>
<b>NextMark ID</b>	<b>505528</b>
<b>mIn ID</b>	<b>505528</b>
<b>SRDS ID</b>	

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**MEDIA TYPE**

**Consumer**




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**SOURCE**

Buyers, Credit Cards

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**GEOGRAPHY**

USA

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**OPT-IN**


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**MAINTENANCE**

Market Entry	<b>04/17/2018</b>
New to Manager	<b>04/05/2018</b>
Counts Through	<b>07/09/2018</b>

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**DATA CARD MAINTENANCE**

New To System	<b>04/05/2018</b>
"New to System"	<b>04/18/2018</b>
Announcement	
Last Update	<b>07/09/2018</b>
Next Update	<b>08/09/2018</b>
Update Frequency	<b>QUARTERLY</b>

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**DESCRIPTION**

### Why HSN Credit Card Inserts?

Credit Card Customers are some of **HSN's** most loyal advocates & shoppers & make up over 50% of the best customer file

Over 1/3 of all sales are made with the **HSN** credit card

High Open Rate: Statements are only sent to customers with an active balance.

Credit Card Customers are customized to receiving special offers from **HSN** & actually look at them!

Acquiring the **HSN** Credit Card signifies an increase in engagement share of wallet/annual spend, purchase frequency & ultimate relationship growth with **HSN**. Credit Card Customers spend significantly more than non-Credit Card Customers annually.

### The HSN Customer

Female

Ages 30-65

70% Empty Nesters

\$72K+ Median HHI

80% Married

83% Homeowners

Majority own 2+ cars

Majority Working Professionals

Love trying new products & services

Influential & engaged customer acting as the "Household CEO" making purchasing decisions for the family

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**PROFILE**
**Empty Nesters**

Empty Nesters 70


**Married**

Married 80



**Homeowners**

Homeowners 83

**DIMENSIONS**

**SELECTS**

Empty Nesters  
Married  
Homeowners

**MANAGER**

**Key Marketing Advantage**

**GENDER**

Male %  
Female **100%**

**AVERAGE INCOME**

Value **\$72,000.00**

**MINIMUM ORDER**

Minimum Quantity  
Minimum Price **\$0.00**

**COMMISSIONS**

Broker **20%**  
Agency **15%**

**EXCHANGES**

**Exchange is not allowed**

**CANCELLATION**

Charges **\$100.00/F**

**KEY CODING**

**Key Coding is not available**

**FEES**

**SPECIAL INSTRUCTIONS**

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact