

Lands' End Package Insert Program



Lands' End is a classic American lifestyle brand with a passion for quality, legendary service & real value. They seek to deliver timeless style for women, men, children & the home. Customers shop lasting quality women's swimsuits, men's dress pants & kid's polo shirts, jeans, dresses, shoes, home décor & more.

SEGMENTS

Total Universe / Universe Rate	\$0.00
12,000,000 Annually	\$70.00/M

ID NUMBERS

Manager ID	
NextMark ID	512325
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Buyers

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	07/06/2018
New to Manager	07/06/2018
Counts Through	07/06/2018

DATA CARD MAINTENANCE

New To System	07/06/2018
"New to System" Announcement	
Last Update	07/06/2018
Next Update	10/01/2018
Update Frequency	QUARTERLY

DESCRIPTION

Lands' End is a classic American lifestyle brand with a passion for quality, legendary service & real value.

They seek to deliver timeless style for women, men, children & the home. Customers shop lasting quality women's swimsuits, men's dress pants & kid's polo shirts, jeans, dresses, shoes, home décor & more.

Female, Homeowners, HHI \$100k+, Age 50+

Include your offer in these Lands' End packages!

DIMENSIONS

Maximum Size	5 1/2" x 8 1/2"
Minimum Size	2" x 2 1/2"
Oversized	Yes
Maximum Weight	1/4 ounce
Overweight	Yes

AVERAGE INCOME

Value	\$100,000.00
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MINIMUM ORDER

Minimum Quantity	100,000
Minimum Price	\$0.00

SELECTS

MANAGER

Key Marketing Advantage

COMMISSIONS

Broker	15%
Agency	15%

EXCHANGES

Exchange is not allowed

GENDER

Male	%
Female	%

CANCELLATION

Charges

KEY CODING

Key Coding is not available

FEES

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
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