



06014

PEACE FROGS CATALOG PIP PROGRAM

25,000 ANNUAL INSERTS

\$55.00/M

UNIT OF SALE:
\$100.00 AVERAGE

PEACE FROGS BUYERS ARE YOUNG AND YOUNG AT HEART. THEY ARE COMPRISED OF A VERY STRONG DEMOGRAPHIC: TEENS AND THEIR PARENTS. THESE BUYERS ARE MEDIA SAVVY AND BRAND-CONSCIOUS, STAYING UP-TO-DATE WITH THE LATEST TRENDS IS A HIGH PRIORITY. THESE TEEN BUYERS HAVE DISCRETIONARY PURCHASING POWER RIVALING THE BABY BOOMERS.

MAXIMUM WEIGHT:
1/4 OUNCE

MAXIMUM SIZE:
5.5 x8.5

THE PEACE FROGS CATALOG OFFERS BUYERS A WAY TO SHOW THEIR SUPPORT FOR A PEACEFUL PLANET. THE CATALOG IS COMMITTED TO GIVING BACK TO THE ENVIRONMENT AND THE COMMUNITY THROUGH REGULAR DONATIONS TO RECOGNIZED CHARITABLE ORGANIZATIONS LIKE THE NATIONAL WILDLIFE FOUNDATION, THE SUSAN G. KOMEN FOUNDATION AND THE RELAY FOR LIFE. THEY OFFER PRODUCTS RANGING FROM T-SHIRTS TO AFGHANS, JEWELRY, HATS, BAGS AND DOG PRODUCTS.

MAXIMUM INSERTS:
5 NONCOMPETITIVE

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THESE TEENS ARE ACTIVE CONSUMERS, SPENDING THEIR CONSIDERABLE DISCRETIONARY INCOME ON FASHION, COSMETICS, TRENDY TOYS, KEEPSAKES AND COLLECTABLES. PERSONAL COMPUTERS, CELL PHONES, VIDEO GAMES, FOOTWEAR, CDS AND MP3S, SUNGLASSES, JEWELRY, HAIR CARE, PERFUME, BEDROOM DECOR, BOOKS, MAGAZINES AND EVENT TICKETS.

SOURCE: DIRECT MAIL, INTERNET BUYERS

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