

Moran | DIRECT, INC.

Excellence in Direct Marketing Services

710 N. Post Oak Rd., Ste. 520 – Houston, TX 77024

Telephone: 713-880-3725 -- Fax: 713-263-7647

Gourmet Center “A Cookie Lover’s Catalog”

Updated April 19, 2011

Approximate Counts

7,750	2011 Hotline Buyers (1/1/11 – 4/15/11)	\$100.00/M
32,420	2010 Buyers (Last 12 Mos.)	\$95.00/M
28,079	2009 Buyers (13 – 24 Mos.)	\$90.00/M
	Fundraiser/Publisher Rate	\$75.00/M
Competitive Offers		\$115.00/M

SPECIAL NON-FOOD MAILERS RATE OF \$65/M + Selections

*Mail Order Buyers of European Cookies, Pastries, Chocolates and other Epicurean Specialties. These upscale mail order catalog buyers are gift buyers as well as self-buyers. Gourmet Center mails 4 seasonal gift catalogs annually. Since 1985, San Francisco based Gourmet Center has developed a specialty food catalog catering to customers that have discovered **Biscoff** cookies and other Gourmet Center products while traveling.*

Profile

- 100% Direct Mail
- 63% Known Female; 22% Known Male and 15% Unknown
- 70% White Collar/Professionals
- Average Income \$75,000; Average Age 47
- Average Purchase \$74
- Frequent Travelers
- This file is updated once a year in March

Selection Charges

- State/SCF/Zip
- Gender Select
- Key Code
- Dollar Amount: 2010 Buyers
 - ◆ \$30+ Buyers (26,953).....
 - ◆ \$40+ Buyers (22,510).....
 - ◆ \$50+ Buyers (24,765).....
- Magnetic Tape (Non-Refundable)
- P/S Labels
- Rush Charge (72 Hour Service)
- FTP Service

Minimum Order: 5,000 Sample Mailing Piece Required

Commissions: 20% to SRDS Listed Brokers; 10% to Agencies and In-house Brokers

Inquire about Running charge Fees for Canceled Orders.

For additional information, or to place an order, please contact Yvonne Moran
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