



Kohl's Credit Card Statement Program

Overview:

Kohl's is a family-focused, value-oriented, specialty department store offering quality exclusive and national brand merchandise to customers in an environment that is convenient, friendly and exciting. Kohl's operates approximately 1,160 family-oriented department stores in 49 states and a website. Stores are stocked with everything customers need for themselves and their homes - apparel, shoes & accessories for women, children and men, plus home products like small electronics, bedding, luggage and more. Kohl's is the #1 retailer in the U.S. of many national brands such as Levi's, Dockers and Columbia. For the first time ever, Kohl's is allowing 3rd party marketers the opportunity to place inserts inside their billing statements.

Total Circulation:

120,000,000 Annually
10,000,000 Monthly

Rate:

\$25/M

Demographics:

80% Female, 20% Male
43.6% presence of children
Average Age: 54
Average Income: \$104,166