



 wayfair.com

 media
resource
group

Wayfair Catalog Blow-ins:

The Wayfair Catalog is a 6"x9" or 8"x11" sized catalog sent to a highly qualified audience of current Wayfair customers and prospects. Many of the catalogs will have a specific theme allowing you to choose the most relevant time to advertise.

The Wayfair Catalog Blow-ins is the only offline opportunity to reach millions of Wayfair customers with your offer each month! This highly visible channel is a great way to get your offer into the hands of these highly responsive customers and prospects.

Printing of the blow-in is not included but can be handled in-house for an additional fee.

Max Specs:

6"x9" Catalog: 4"x5" double sided 70# no folding

8"x11" Catalog: 6"x6" double sided 70# folded

Pricing:

Blow-in \$35/M



Contact

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