



Kohl's E-Commerce Package Insert 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 as well as Kohl's own recognizable brands.

For the first time ever, Kohl's is allowing 3rd party marketers the opportunity to place inserts and product samples inside outgoing merchandise shipments. Your offer will be 100% guaranteed to be seen and viewed by Kohl's Customers receiving their shipment.

Total Circulation:

13,000,000 Annually

Demographics:

83% Female, 17% Male
54% presence of children

Age Range:

18-24	2.58%
25-34	40.75%
35-44	23.72%
45-59	35.98%
→60	20.37%

HHI Range:

\$50-\$75K	24%
\$75-100K	18%
\$100-\$150K	16%



For more information contact:

Media Resource Group • 100 South Bedford Rd., Ste 320, Mount Kisco NY 10549 • 914-244-4250 • www.mrginc.com