

Celtic Croft - Kilts N Stuff



The Celtic Croft Catalog buyers are purchasing from an extensive line of Scottish, Irish and Welsh clothing for women, men and children. Items purchased include bagpipes, kilts, accessories, home décor, gifts, music, books, weaponry and jewelry.

SEGMENTS

17,500	Total Universe / Universe Rate	\$95.00/M
10,000	12 Month Buyers	\$100.00/M
16,757	24 Month Buyers	\$95.00/M
123,106	Total File	\$80.00/M

DESCRIPTION

The Celtic Croft Catalog buyers are purchasing from an extensive line of Scottish, Irish and Welsh clothing for women, men and children. Items purchased include bagpipes, kilts, accessories, home décor, gifts, music, books, weaponry and jewelry. Plaid shawls and wraps, skirts and dresses are featured in the women's line. The Celtic Croft is the official licensed merchandise based upon of the popular cable TV series, OUTLANDER, set in Scotland in the 18th. Merchandise based upon the movie Braveheart is also featured in this authentic Celtic products catalog

Celtic Croft offers rentals of products for special occasions and is active in regional Highlander events and festivals.

The Celtic Croft catalog buyer file is well suited for offers apparel, accessories, collectibles, home decor, gift and jewelry offers, as well as historical books and magazines, music, apparel and accessories and more.

Demographics: 68% Female, Avg Age 45+, HH Income \$75K+, Avg. Sale \$110

Visit their websites: www.kilts-n-stuff.com www.thecelticcroft.com

ID NUMBERS

Manager ID	
NextMark ID	433075
mIn ID	433075
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Catalog, Internet/On-Line, Buyers, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/08/2015
New to Manager	03/20/2015
Counts Through	03/31/2017

DATA CARD MAINTENANCE

New To System	03/20/2015
"New to System" Announcement	04/09/2015
Last Update	05/08/2017
Next Update	07/21/2017
Update Frequency	SEMIANNUALLY

SELECTS

Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$110.00
---------	----------

AVERAGE INCOME

Value	\$75,000.00
-------	-------------

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	15%
--------	-----

GENDER		Agency	15%
Male	26%	NET NAME ARRANGEMENTS	
Female	68%	Net Name is allowed	
		Floor	85%
		Minimum Quantity	50,000
		Run Charges	\$8.00/M
		EXCHANGES	
		Exchange is allowed	
		REUSE	
		Reuse is allowed	
		Minimum Quantity	0
		Run Charge	
		CANCELLATION	
		Charges	\$100.00/F
		CANCELLATION INSTRUCTIONS	
		Orders cancelled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/material fees.	
		KEY CODING	
		Key Coding is available	
		Charges	\$2.00/M
		ADDRESSING	
		FTP	\$75.00/F
		EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		SPECIAL INSTRUCTIONS	
		Sample Mail Piece required for list owner approval. All orders are accepted on reciprocal basis. Prepayment required on new tests.	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722
★ = Primary contact				