

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

15,500	Total Universe / Universe Rate	\$95.00/M
9,500	12 Month Buyers	\$100.00/M
15,500	24 Month Buyers	\$95.00/M
135,000	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	12/15/2017

DATA CARD MAINTENANCE

New To System	03/20/2015
"New to System"	04/09/2015
Announcement	
Last Update	12/18/2017
Next Update	07/14/2017
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%
Agency	15%

GENDER

Male 26%
 Female 68%

NET NAME ARRANGEMENTS

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