

## 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

16,452	Total Universe / Universe Rate	\$95.00/M
10,000	12 Month Buyers	\$100.00/M
16,452	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 18<sup>th</sup>. 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](http://www.kilts-n-stuff.com) [www.thecelticcroft.com](http://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	06/30/2017

## DATA CARD MAINTENANCE

New To System	03/20/2015
"New to System" Announcement	04/09/2015
Last Update	07/14/2017
Next Update	11/17/2017
Update Frequency	SEMIANNUALLY

## SELECTS

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

## MANAGER

DSA Direct, LLC

## UNIT OF SALE

Average	\$110.00
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## AVERAGE INCOME

Value	\$75,000.00
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## MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

## COMMISSIONS

Broker	15%
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<b>GENDER</b>		Agency	15%
Male	26%	<b>NET NAME ARRANGEMENTS</b>	
Female	68%	<b>Net Name is allowed</b>	
		Floor	85%
		Minimum Quantity	50,000
		Run Charges	\$8.00/M
		<b>EXCHANGES</b>	
		<b>Exchange is allowed</b>	
		<b>REUSE</b>	
		<b>Reuse is allowed</b>	
		Minimum Quantity	0
		Run Charge	
		<b>CANCELLATION</b>	
		Charges	\$100.00/F
		<b>CANCELLATION INSTRUCTIONS</b>	
		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.	
		<b>KEY CODING</b>	
		<b>Key Coding is available</b>	
		Charges	\$2.00/M
		<b>ADDRESSING</b>	
		FTP	\$75.00/F
		EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		<b>SPECIAL INSTRUCTIONS</b>	
		Sample Mail Piece required for list owner approval. All orders are accepted on reciprocal basis. Prepayment required on new tests.	

<b>CONTACTS</b>				
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