

## Children Product Buyers by DSA



Children Product Buyers by DSA are mostly female direct mail buyers of children's apparel, mdse, toys, accessories and furnishings. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases. All buyers are multi-buyers and select by category.



### SEGMENTS

3,058,000	Total Universe / Universe Rate	\$75.00/M
527,400	1 Mos. Children Product Buyers	\$85.00/M
859,300	3 Mos. Children Product Buyers	\$80.00/M
3,058,000	12 Mos. Children Product Buyers	\$75.00/M
615,700	3 Mos \$25+Children Product Buyers	+ \$8.00/M
	At Email Address	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	544283
mIn ID	
SRDS ID	

### MEDIA TYPE

Consumer	 
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### SOURCE

Compiled lists, Catalog, Multi Sourced, Buyers, Direct mail sold, Multi-buyers

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	09/24/2019
New to Manager	09/23/2019
Counts Through	01/31/2020

### DATA CARD MAINTENANCE

New To System	09/24/2019
"New to System"	09/25/2019
Announcement	
Last Update	02/07/2020
Next Update	03/06/2020
Update Frequency	MONTHLY

### DESCRIPTION

**Children Product Buyers by DSA** are mostly female direct mail buyers of children's apparel, general merchandise, toys, accessories and furnishings. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases. All buyers are multi-buyers and select by category.

Recency on this file is pulled from the last mail order transactional activity. Multi-purchase within category is selectable and dollar is maintained average purchase. This file contains buyer, subscriber and donor activity on each record. Mailers can select buyers and subscribers to publications, donors and buyers of other product categories as well. Target your ideal prospect with this strong file! Inquire further!

**Special Selects:** # of purchases within category, Product Category, Dollar Select Avg. Purchase or Last Purchase, Age, Income, Presence of Children, Children Books, Children Apparel, Baby/Infant Products, Children's Furnishings, Toys/Education Products, Marital Status, Reader Interest, Health, Home Products, Children, Credit Card Buyers, House Charge Card, Cash Purchase Method. Inquire for more!

**Opt-in Email address** data has been appended to this transactional file.

**Email Orders:** 25,000 Minimum

Please pre-clear creative for approval prior to ordering.

Creative must be in HTML & Plain Text and contain mailers name and address.

Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided.

Prepayment required on all email orders.

**MINIMUM:** 7,500 postal mailing

### PROFILE

**Product Categories** (8.00/M)

Jewelry

Tabletop

Linen

Bath

Kitchen

All Home Furnishings

<b>SELECTS</b>		<b>AVERAGE INCOME</b>	
Dollar Amount - AP	\$8.00/M	Value	\$45,000.00
Number of Purchases	\$8.00/M	<b>MINIMUM ORDER</b>	
Demographic	\$8.00/M	Minimum Quantity	7,500
Ethnic/Ethnicity	\$10.00/M	Minimum Price	\$450.00
Gender/Sex	\$8.00/M	<b>COMMISSIONS</b>	
Geo/Geographical	\$8.00/M	Broker	20%
Age/Income	\$8.00/M	Agency	15%
Lifestyle	\$8.00/M	<b>NET NAME ARRANGEMENTS</b>	
Reader Interest	\$8.00/M	<b>Net Name is allowed</b>	
Multi-Buyers	\$8.00/M	Floor	85%
Presence of Children	\$8.00/M	Minimum Quantity	50,000
Credit Card Buyers	\$8.00/M	Run Charges	\$8.00/M
Product Categories	\$8.00/M	<b>EXCHANGES</b>	
House Charge Card	\$8.00/M	<b>Exchange is not allowed</b>	
Direct Mail Sold Only	\$8.00/M	<b>REUSE</b>	
<b>MANAGER</b>		<b>Reuse is allowed</b>	
<b>DSA Direct, LLC</b>		Minimum Quantity	0
<b>UNIT OF SALE</b>		Run Charge	
Average	\$50.00	<b>CANCELLATION</b>	
<b>GENDER</b>		Charges	\$100.00/F
Male	8%	<b>CANCELLATION INSTRUCTIONS</b>	
Female	92%	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>CONTACTS</b>		<b>KEY CODING</b>	
Contact Name	Role	Email	Phone
★ Linda Santaite	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649
DSA Direct, LLC			(973) 625-8722
431 East Main Street Unit			
#3			
Denville, NJ			
★ = Primary contact		<b>ADDRESSING</b>	
		FTP	\$75.00/F
		EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		<b>SPECIAL INSTRUCTIONS</b>	
		Sample Mail Piece required on Tests for Approval. Tests and email orders require prepayment.	