

Collectibles Buyers from Orchard Brands



Collectibles Buyers from Orchard Brands provides buyers that are avid buyers of collectible novelty products such as plates, figurines, coins and more. The mature, mostly female direct mail buyer audience is ideal for many collectibles and home décor offers.

SEGMENTS

621,000	Total Universe / Universe Rate	\$80.00/M
35,159	1 Month Buyers - 2+ Collectibles	+ \$10.00/M
90,204	3 Month Buyers - 2+ Collectibles	+ \$10.00/M
189,000	12 Month Buyers - Collectibles	+ \$10.00/M
151,145	1 Mos. Buyers - Coin Collectibles	+ \$10.00/M
38,759	1 Mos. Buyers - Doll Collectibles	+ \$10.00/M
64,414	1 Mos. Buyers - Figurine Collectibles	+ \$10.00/M
33,181	1 Mos. Buyers - Plate Collectibles	+ \$10.00/M
88,969	1 Mos. Buyers - Stamp Collectibles	+ \$10.00/M
97,002	1 Mos. Buyers - Sports Memorabilia	+ \$10.00/M
25,000	1 Mos. Buyers - Military Memorabilia	+ \$10.00/M
	Fundraiser Base Rate	\$65.00/M
	Publishers Rate	\$75.00/M
2,500,000	Facebook Ad Base Rate \$25/M + \$7/M + \$25.00/M	

DESCRIPTION

Collectibles Buyers from Orchard Brands provides buyers that are avid buyers of collectible novelty products such as plates, figurines, coins and more. The mature, mostly female direct mail buyer audience is ideal for many collectibles and home décor offers. Orchard Brands is a family of catalog and web brands that offers clothing, footwear, home and health products for men and women. The collectibles purchase activity has been appended to the hotline Orchard Brands buyer transactions. # of Purchases selectable!

Orchard Brands Masterfile contains unduplicated buyers from Orchard Brands Titles that include Blair, Haband, Norm Thompson, Gold Violin and Solutions. A complete listing is below for reference. The file updates monthly and offers added selects such as Multi-Donors, interests and demographic selects to further define your ideal prospect from this large masterfile.

Profile: 72% Female, 20% Male, Avg. Age 55+, Avg. Sale \$65, Avg. HH Income: \$43,000

Special Selects: File has several overlays applied to data. Demographic, Lifestyle, Cooperative Database Activity, Collectibles Buyers by # of Purchases, Collectibles Categories: Coins, Dolls, Figurines, Plates, Sports, Stamps, General Collectibles. Military, Religious, Antiques, reading interests, Interest in History, Horses, Avg. Purchase, Demographic, Lifestyle Interests and more selectable. Inquire.

Ailment Data: Arthritis, Diabetes, Cholesterol, Joint Mobility, Prostate/Potency concerns.

Modeling:

Types: Good Customer Match, Regression.

Data Required: 100M Minimum Order Qty: 50M, \$25/M Scoring Fee. Model Build: 4-6 Weeks

WILAND MODELING AVAILABLE ! If your mailer has a Wiland Built Model, we can apply

ID NUMBERS

Manager ID	
NextMark ID	472640
mIn ID	365020
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/11/2017
New to Manager	
Counts Through	03/31/2018

DATA CARD MAINTENANCE

New To System	01/09/2017
"New to System"	01/12/2017
Announcement	
Last Update	04/12/2018
Next Update	05/08/2018
Update Frequency	MONTHLY

that to the Orchard Brands file to enhance your mailer results! Inquire for more details!

Facebook Advertising: 50M Min. \$25/M base, rate, \$7/M Onboarding. Media Buy paid directly to Facebook. Full service is available with Campaign Management, Response Analysis & Reporting for additional cost. Select your Orchard Brands segment and we will post your clients Facebook Account.

View All Brands www.OrchardBrand.net

Orchard Brand Titles: Appleseed's, Bedford Fair, Blair Home, Blair Mens/Women, Brownstone, Coward Shoe, Drapers & Damon's, Fashion Specialists, Gold Violin, Haband Mens/Ladies, Lew Magram, Linen Source, Monterey Bay, Norm Thompson, Old Pueblo Traders, Regalia, Sahalie, Solutions, Tog Shop, Value Showcase, Willow Ridge, Wintersilks. (not all the titles are mailing or contributing hotline buyers to the file)

SELECTS		AVERAGE INCOME	
Age Range	\$10.00/M	Value	\$43,000.00
Childs Age Range	\$10.00/M	MINIMUM ORDER	
Childs Date of Birth	\$10.00/M	Minimum Quantity	7,500
Date of Birth	\$10.00/M	Minimum Price	\$450.00
Demographic	\$10.00/M	COMMISSIONS	
Donor by Category Cause	\$10.00/M	Broker	20%
Ethnic/Ethnicity	\$15.00/M	Agency	15%
Gender/Sex	\$8.00/M	NET NAME ARRANGEMENTS	
Geo/Geographical	\$8.00/M	Net Name is allowed	
Household Income	\$10.00/M	Floor	85%
Lifestyle	\$8.00/M	Minimum Quantity	50,000
Multi Donor	\$10.00/M	Run Charges	\$8.00/M
Number of Children	\$10.00/M	EXCHANGES	
Presence of Child	\$10.00/M	Exchange is not allowed	
Religion/Religious	\$10.00/M	REUSE	
Model Scoring Fee	\$25.00/M	Reuse is allowed	
Cooperative Database Activity	\$10.00/M	Minimum Quantity	0
Mail Order Donors	\$10.00/M	Run Charge	
FACEBOOK AD MATCH Base Rate	\$25.00/M	CANCELLATION	
Number of Orders Placed	\$10.00/M	Charges	\$100.00/F
Collectibles Category	\$10.00/M	CANCELLATION INSTRUCTIONS	
Products	\$10.00/M	Orders canceled after mail date and/or merge will be at full rental ratel no exceptions. Orders received & processed will incur a \$100/F cancel fee, \$15/M run chrgs & shipping fees.	
Ailment Data	\$25.00/M	KEY CODING	
Facebook Onboarding	\$7.00/M	Key Coding is available	
MANAGER		Charges	\$2.00/M
DSA Direct, LLC		ADDRESSING	
UNIT OF SALE		EMAIL	\$75.00/F
Average	\$65.00	FTP	\$75.00/F
GENDER		RUN CHARGE	\$8.00/M
Male	20%	SPECIAL INSTRUCTIONS	
Female	72%	Sample mail piece required for approval. Prepayment for first time users.	

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

★ = Primary contact

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