

## 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 Inquire!	+ \$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	08/31/2017

### DATA CARD MAINTENANCE

New To System	01/09/2017
"New to System" Announcement	01/12/2017
Last Update	09/07/2017
Next Update	10/06/2017
Update Frequency	MONTHLY

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

**Facebook Ad!** Available on matched Orchard Brands Donors records for \$25/M plus media buy cost. Selects included! Inquire for details!

**View All Brands** [www.OrchardBrand.net](http://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)

**PROFILE**

**Products**

*plates*  
*figurines*  
*coins*

**Ailment Data**

*Arthritis*  
*Diabetes*  
*Cholesterol*  
*Joint Mobility*  
*Prostate/Potency concerns*

**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*

**SELECTS**

Age Range	<b>\$10.00/M</b>
Childs Age Range	<b>\$10.00/M</b>
Childs Date of Birth	<b>\$10.00/M</b>
Date of Birth	<b>\$10.00/M</b>
Demographic	<b>\$10.00/M</b>
Donor by Category Cause	<b>\$10.00/M</b>
Ethnic/Ethnicity	<b>\$15.00/M</b>
Gender/Sex	<b>\$8.00/M</b>
Geo/Geographical	<b>\$8.00/M</b>

**AVERAGE INCOME**

Value	<b>\$43,000.00</b>
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**MINIMUM ORDER**

Minimum Quantity	<b>7,500</b>
Minimum Price	<b>\$450.00</b>

**COMMISSIONS**

Broker	<b>20%</b>
Agency	<b>15%</b>

Household Income	\$10.00/M
Lifestyle	\$8.00/M
Multi Donor	\$10.00/M
Number of Children	\$10.00/M
Presence of Child	\$10.00/M
Religion/Religious	\$10.00/M
Model Scoring Fee	\$25.00/M
Cooperative Database Activity	\$10.00/M
Mail Order Donors	\$10.00/M
Facebook Ad Match	\$25.00/M
Number of Orders Placed	\$10.00/M
Collectibles Category	\$10.00/M
Products	
Ailment Data	
Orchard Brand Titles	

**MANAGER**  
DSA Direct, LLC

**UNIT OF SALE**  
Average \$65.00

**GENDER**

Male	20%
Female	72%

**NET NAME ARRANGEMENTS**

Net Name is allowed

Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

**EXCHANGES**

Exchange is not allowed

**REUSE**

Reuse is allowed

Minimum Quantity	0
Run Charge	

**CANCELLATION**

Charges	\$100.00/F
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**CANCELLATION INSTRUCTIONS**

Orders canceled after mail date and/or merge will be at full rental rate no exceptions. Orders received & processed will incur a \$100/F cancel fee, \$15/M run chrgs & shipping fees.

**KEY CODING**

Key Coding is available

Charges	\$2.00/M
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**ADDRESSING**

EMAIL	\$75.00/F
FTP	\$75.00/F
RUN CHARGE	\$8.00/M

**SPECIAL INSTRUCTIONS**

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