
Craft & Hobby Enthusiasts from Orchard Brands



Craft & Hobby Enthusiasts from Orchard Brands provides buyers that are avid crafter's with interests in sewing, knitting, quilting, scrap booking and more. The Craft & Hobby Product Buyers buyers are mostly mature females.

SEGMENTS

940,629	Total Universe / Universe Rate	\$80.00/M
49,893	1 Mos 3+ Byrs of Crafts & Hobby Prod.	+ \$10.00/M
109,886	3 Mos 3+ Byrs of Crafts & Hobby Prod.	+ \$10.00/M
257,797	12 Mos 3+ Byrs of Crafts & Hobby Prod.	+ \$10.00/M
41,653	3 Mos. Byrs Interest in Quilting	+ \$8.00/M
243,528	3 Mos. Byrs Interest in Sewing Group	+ \$8.00/M
24,597	3 Mos. 5+ Byrs of Crafts & Hobby Prod.	+ \$10.00/M
940,629	12 Mos. MOBS of Crafts & Art Products	+ \$10.00/M
	Fundraiser Rate; Enhancements Add'l	\$75.00/M
	Facebook Ad Match! Inquire	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	472641
mIn ID	472641
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Masterfile enhanced, Multi-buyers, Catalog, Buyers, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/11/2017
New to Manager	
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	01/09/2017
"New to System"	01/12/2017
Announcement	
Last Update	01/11/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

Craft & Hobby Enthusiasts from Orchard Brands provides hotline buyers that are avid crafters that purchase craft products, supplies and have interests in sewing, quilting, scrap booking and more. Orchard Brands is part of Bluestem Brands. This Masterfile contains the family of catalog and web brands that features clothing, footwear, home and health products for men and women. The crafts and hobbies product purchase activity has been appended to the buyer file and offers # of Purchases made of craft and hobby products.

[Orchard Brands](#) / [Bluestem Brands](#) 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 a number of selects to further identify 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, Craft Buyers by # of Purchases, Craft Interests: Needlework / Knitting / Sewing, Quilting, Scrap Booking, Book Buyers, Magazine Buyers, Reading Interests: Fashion, Health, Religious, World News, Avg. Purchase, Demographic, Lifestyle Interests and more selectable. Inquire.

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 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

Orchard Brand Titles: Applesseed's, Bedford Fair, Blair Home, Blair Men's/Women,

Brownstone, Coward Shoe, Drapers & Damon's, Fashion Specialists, Gold Violin, Haband Men's/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

Age (10.00/M)

Age

55

Orchard Brand Titles

- Appleseed's, Bedford Fair*
- Blair Home*
- Blair Mens/Women*
- Brownstone*
- Coward Shoe*
- Drapers and 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	\$10.00/M
Childs Age	\$10.00/M
Demographic	\$10.00/M
Donors	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Lifestyle Interests	\$8.00/M
Presence of Child	\$10.00/M
Product Purchase Category	\$10.00/M
House Charge Card Byrs	\$10.00/M
Model Scoring Fee	\$25.00/M
Cooking, Craft, Garden	\$10.00/M
Number of Purchases	\$10.00/M
Reading Interest	\$8.00/M
Orchard Brand Titles	

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$65.00**

GENDER

Male **20%**
Female **72%**

AVERAGE INCOME

Value **\$43,000.00**

MINIMUM ORDER

Minimum Quantity **7,500**
Minimum Price **\$450.00**

COMMISSIONS

Broker **20%**
Agency **15%**

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**

CANCELLATION INSTRUCTIONS

Orders cancellation 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 charges & shipping/material fees.

KEY CODING

Key Coding is available
 Charges **\$2.00/M**

ADDRESSING

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

SPECIAL INSTRUCTIONS

Sample mail piece required for approval.
 Prepayment required for first time users of the file.

CONTACTS

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

★ = Primary contact