

Health & Beauty Product Buyers from Orchard Brands



Health & Beauty Product Buyers from Orchard Brands Masterfile consists of mostly mature female buyers from its family of catalog and web brands that have been appended with health and beauty purchase transactions. Marketers are reaching super multi-buyers purchasing from Orchard Brands titles and from the appended database. This is well suited file for health, insurance, publication and numerous offers seeking mature responsive buyers.

SEGMENTS

2,760,374	Total Universe / Universe Rate	\$85.00/M
431,077	1 Mos. Health & Beauty Byrs	+ \$10.00/M
698,406	3 Mos. Health & Beauty Byrs	+ \$10.00/M
2,760,374	12 Mos. Health & Beauty Byrs	+ \$10.00/M
745,192	3 Mos. Beauty Product Buyers	+ \$10.00/M
520,511	3 Mos. Health Product Buyers	+ \$10.00/M
203,453	3 Mos. Personal Care Product Buyers	+ \$10.00/M
278,762	3 Mos 3+ Health Product Buyers	+ \$10.00/M
85,895	3 Mos 3+ Personal Care Prod. Byrs	+ \$10.00/M
	Publishers / Fundraiser Base Rate	\$65.00/M
	Facebook Match \$25/M Base +\$7/M	\$25.00/M
	Modeling: 50M Min. Scoring Fee	+ \$25.00/M

DESCRIPTION

Health & Beauty Product Buyers from Orchard Brands Masterfile consists of mostly mature female buyers from its family of catalog and web brands that have been appended with health and beauty purchase transactions. Marketers are reaching super multi-buyers purchasing from Orchard Brands titles and from the appended database. This is well suited file for health, insurance, publication and numerous offers seeking mature responsive buyers.

This large Masterfile consists of unduplicated buyers from catalogs such as Blair, Haband, Gold Violin, LinenSource, Old Pueblo Traders and Norm Thompson; a full listing is below. The audience is mostly female shoppers age 55. The file has been overlaid with several quality enhancement products to provide mailers with ample select options to best define their prospect! Enhancements include Demographic, Lifestyle Interests, Cooperative Database Product Purchase Transactions, Donor Transactions and Credit/ Financial Scoring.

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

Special Selects: Beauty & Accessories, Health & Beauty, Medical Supplies, Nutraceuticals – Vitamins, Personal Care Products, # of purchase by Category: Health Products, Beauty Products. Selects: Age, Income, POC, Children by age, gender and birth month, and Adults by birth month, buying activity from cooperative database activity by product, by category, number of purchases, average or last purchase dollar amount spent. Political Party: Republican, Democrat, Liberal. Inquire for more.

Ailment Data: Arthritis, Diabetes, Allergies, Foot, Disability & Senior Issues.

Modeling: Types: Good Customer Match, Regression. Data required: 100M. Minimum Order Qty: 50M, \$20/M Scoring Fee, Model Build: 4-6 Weeks

Facebook Ad Match Pricing: Orchard Audience: \$25/M Base Rate, \$7/M Match/Onboarding. Media Ad fees are

ID NUMBERS

Manager ID	
NextMark ID	304272
mIn ID	142210
SRDS ID	903104-000

MEDIA TYPE

Consumer 

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **03/31/2018**

DATA CARD MAINTENANCE

New To System **03/17/2011**
"New to System"
Announcement **07/28/2011**
Last Update **04/26/2018**
Next Update **05/07/2018**
Update Frequency **MONTHLY**

paid separately to Facebook directly. 50M Minimum.

View Orchard Brands Titles at 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	\$10.00/M	Value	\$43,000.00
Adult Age Month/Yr	\$10.00/M	MINIMUM ORDER	
Children by Age	\$10.00/M	Minimum Quantity	7,500
Demographics	\$10.00/M	Minimum Price	\$500.00
Donor by Category Cause	\$10.00/M	COMMISSIONS	
Ethnic/Ethnicity	\$15.00/M	Broker	20%
Gender	\$8.00/M	Agency	15%
Geo/Geographical	\$8.00/M	NET NAME ARRANGEMENTS	
Interest in Grandchildren	\$10.00/M	Net Name is allowed	
Income	\$10.00/M	Floor	85%
Lifestyle Interests	\$8.00/M	Minimum Quantity	50,000
Reading Interest Health	\$8.00/M	Run Charges	\$8.00/M
Number of Purchases	\$10.00/M	EXCHANGES	
Product Categories	\$10.00/M	Exchange is not allowed	
Ailment Data	\$15.00/M	REUSE	
Model Scoring Fee	\$25.00/M	Reuse is allowed	
Facebook Ad Match	\$25.00/M	Minimum Quantity	0
Dollar Amount - AP	\$8.00/M	Run Charge	
MANAGER		CANCELLATION	
DSA Direct, LLC		Charges	
UNIT OF SALE		\$100.00/F	
Average		\$65.00	
GENDER		CANCELLATION INSTRUCTIONS	
Male	20%	Orders cancelled 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.	
Female	72%	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	
		Prepayment required on test orders. Sample Mail Piece required for list owner approval. Modeling Available!	

CONTACTS				
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