

Horse Stable Gift Shop Buyers



Horse Stable Gift Shop Buyers consists of buyers of horse novelty gifts, apparel and home décor. Shoppers purchased t-shirts, cups, mugs, plaques, prints and figurines all with a horse themes. Many buyers are horse enthusiasts, riders, owners or gift buyers.

SEGMENTS

305,000	Total Universe / Universe Rate	\$75.00/M
92,000	1 Mos. Hotline Multi-Buyers	\$75.00/M
160,000	3 Mos. Multi-Buyers	\$75.00/M
305,000	12 Mos. Multi-Buyers	\$75.00/M
145,000	3 Mos. 2+ Mail Order Buyers	+ \$10.00/M
	Fundraiser Rate	\$65.00/M
	At Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	407964
mIn ID	407964
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Direct mail sold, mail order, donor, subscription transactions, Multi-buyers, Buyers, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	03/07/2014
New to Manager	08/19/2010
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	03/07/2014
"New to System"	03/10/2014
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

Horse Stable Gift Shop Buyers consists of buyers of horse novelty gifts, apparel and home décor. Shoppers purchased t-shirts, cups, mugs, plaques, prints and figurines all with a horse themes. Many buyers are horse enthusiasts, riders, owners or gift buyers.

Horse Stable Gift Shop Buyers are mostly female direct mail buyers of novelty gift items that include T-shirts, jewelry, home décor, prints and stationary products. Equine gift product purchases are from transactional activity from a number of catalogs, space ads and online purchases. Horse Gift is a select off of the large comprehensive masterfile called, American Consumer Database.

Special Selects: Equestrian Products Only versus' All Horse Novelty and Gift Product Buyers.

Age, Income, Marital Status, Children by Age Range, # of Purchases, Last Purchase Dollar, Avg. Purchase Dollar, Donors by Causes, Identified Subscribers. Inquire for more!

New Pricing! \$75/M Base includes *selects for postal names with the exceptions of: Ailment, Ethnicity, Religious Affiliation, Phone Numbers and Emails.

Minimum of 10,000 required for pricing with no net terms or other discounts.

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

Email Orders: 25,000 Min.

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

SELECTS		AVERAGE INCOME	
Age	\$10.00/M	Value	\$40,000.00
Childs Age Range	\$10.00/M	MINIMUM ORDER	
Demographic	\$10.00/M	Minimum Quantity	10,000
Ethnic/Ethnicity	\$15.00/M	Minimum Price	\$500.00
Gender/Sex	\$8.00/M	COMMISSIONS	
Geo/Geographical	\$8.00/M	Broker	20%
Home Owner	\$10.00/M	Agency	15%
Income Select	\$10.00/M	NET NAME ARRANGEMENTS	
Lifestyle	\$10.00/M	Net Name is allowed	
Marital Status	\$10.00/M	Floor	85%
Multi Donor	\$10.00/M	Minimum Quantity	50,000
Product Category	\$10.00/M	Run Charges	\$8.00/M
Multi-Buyer: 2+, 3+	\$10.00/M	EXCHANGES	
Product Select	\$10.00/M	Exchange is not allowed	
Number of Purchases	\$10.00/M	REUSE	
Last Purchase Dollar	\$10.00/M	Reuse is allowed	
Average Purchase Dollar	\$10.00/M	Minimum Quantity	0
Donors by Causes	\$10.00/M	Run Charge	
Identified Subscribers	\$10.00/M	CANCELLATION	
EMAIL ADDRESS	\$25.00/M	Charges	\$100.00/F
Equestrian Products Only	\$10.00/M	CANCELLATION INSTRUCTIONS	
MANAGER		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.	
DSA Direct, LLC		KEY CODING	
UNIT OF SALE		Key Coding is available	
Average	\$35.00	Charges	\$2.00/M
GENDER		ADDRESSING	
Male	15%	FTP	\$75.00/F
Female	85%	EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		SPECIAL INSTRUCTIONS	
		Sample Mail Piece required on Tests for Approval. Tests and email orders require prepayment.	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact				