

Orchard Brands Children & Grand Children Masterfile



Orchard Brands Masterfile is the premiere file of direct mail and space ad buyers of clothing, footwear, home and health products for men and women. Orchard Brands file has been overlaid with cooperative database transactional activity to identify buyers of children merchandise and enhanced to identify presence of children by age, gender and grandparents.

SEGMENTS

2,045,650	Total Universe / Universe Rate	\$85.00/M
22,809	1 Mos. Byrs w/ POC Ages 0 - 2	\$100.00/M
33,409	1 Mos. Byrs w/ POC Ages 3 - 5	\$100.00/M
58,470	1 Mos. Byrs w/ POC Ages 6 - 10	\$100.00/M
63,753	1 Mos. Byrs w/ POC Ages 11 - 15	\$100.00/M
49,714	1 Mos. Byrs w/ POC Ages 16 - 17	\$100.00/M
58,863	1 Mos. Byrs Childrens Apparel	\$100.00/M
31,698	1 Mos. Byrs of Infant/Toddler Mds	\$100.00/M
140,165	1 Mos. Byrs of Childrens Toys	\$100.00/M
320,659	1 Mos. MOB of Children Mdse	\$100.00/M
50,120	1 Mos. Buyers of Teen Fashion	\$100.00/M
310,136	1 Mos. Byrs w/Interest Grandchildren	\$100.00/M
73,052	1 Mos. 3+ Children Product Byrs	\$100.00/M
	Publisher Base Rate	\$65.00/M
	Fundraiser Base Rate	\$75.00/M
	Facebook Ad Match	+ \$25.00/M

DESCRIPTION

Orchard Brands Masterfile is the premiere file of direct mail and space ad buyers of clothing, footwear, home and health products for men and women generated from 22 brands and 26 titles. Orchard Brands file has been overlaid with cooperative database transactional activity to identify buyers of children merchandise and enhanced to identify presence of children by age, gender and grandparents.

Catalogs such as Blair, LinenSource, Old Pueblo Traders and Norm Thompson make up this large file of millions of buyers that have come to shop Orchard Brands for their quality products at great value. 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!

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, Self-Reported & Donor transactions and Ethnicity, Selects: Age, Income, POC, Children by age, gender and identified grandparents, Christian Families, Adults by birth month and buying activity from cooperative database activity selectable by product, by category, number of purchases, average or last purchase dollar amount spent. Select Buyers of Children Mdse, Buyers of Children Apparel, Buyers of Children Toys/Learning Products, Buyers of Baby Products.

Facebook Ad Match \$25/M plus Media Buyer. Select your Orchard Brands customer and have your ad run on Facebook active accounts. Inquire for more info!

ID NUMBERS

Manager ID	
NextMark ID	304373
mIn ID	304373
SRDS ID	937713-000

MEDIA TYPE

Consumer 

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	03/31/2011
New to Manager	03/31/2011
Counts Through	11/30/2015

DATA CARD MAINTENANCE

New To System	03/21/2011
"New to System"	07/28/2011
Announcement	
Last Update	12/15/2015
Next Update	01/06/2016
Update Frequency	MONTHLY

Ailment Data: Arthritis, Diabetes, Allergies, Disabilities/Senior Issues and Orthopedic. Other Health Related Selects: # of Purchases from Health Category, Number of Purchases Overall by Buyer. Inquire for more.

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: INQUIRE!

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		
\$100+	\$30.00/M	Value	\$43,000.00	
\$150+	\$35.00/M	MINIMUM ORDER		
\$25+	\$15.00/M	Minimum Quantity	7,500	
\$50+	\$20.00/M	Minimum Price	\$0.00	
\$75+	\$25.00/M	COMMISSIONS		
Age Range	\$10.00/M	Broker	20%	
Childs Age Range	\$10.00/M	Agency	15%	
Childs Date of Birth	\$10.00/M	NET NAME ARRANGEMENTS		
Credit Card Buyers	\$10.00/M	Net Name is allowed		
Demographic	\$10.00/M	Floor	85%	
Ethnic/Ethnicity	\$15.00/M	Minimum Quantity	50,000	
Gender/Sex	\$8.00/M	Run Charges	\$8.00/M	
Gender/Sex of Child	\$10.00/M	EXCHANGES		
Geo/Geographical	\$8.00/M	Exchange is not allowed		
Household Income	\$10.00/M	REUSE		
Lifestyle	\$8.00/M	Reuse is allowed		
Number of Purchases	\$10.00/M	Minimum Quantity	0	
Number of Children	\$10.00/M	Run Charge		
Presence of Child	\$10.00/M	CANCELLATION		
Model Scoring Fee	\$20.00/M	Charges	\$100.00/F	
Baby Care Prod.Byrs	\$10.00/M	CANCELLATION INSTRUCTIONS		
Learning/Toy Prd. Byrs	\$10.00/M	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.		
Facebook Ad Match	\$25.00/M	KEY CODING		
MANAGER		Please inquire		
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 required on first time users of file. Modeling: Types: Good Customer Match, Regression. Data required: 100M. Minimum Order Qty: 50M, Model Build: 4-6 Weeks Wiland Modeling Available: INQUIRE		
CONTACTS				
Contact Name	Role	Email	Phone	Fax
★ Linda Santaite	Sales Executive	Lsantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

DSA Direct, LLC
431 East Main Street Unit
3
Denville,, 07834

★ = Primary contact

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