

## Orchard Brands Co-Op Buyer Masterfile



With the Orchard Brands Co-Op Buyer Masterfile get avid shoppers purchasing from Orchard Brands and from a Cooperative Database appended to the file. They are avid multi-buyers open to shopping from a variety of places. Orchard Brands stable of catalog and eCommerce businesses offers clothing, home solutions and gifts for the whole family. Orchard Brands is a favorite among a mostly mature females.

## SEGMENTS

3,510,302	Total Universe / Universe Rate	\$80.00/M
157,490	1 Month Multi /Co-Op Buyers	\$95.00/M
1,144,169	3 Month Multi /Co-Op Buyers	\$90.00/M
1,621,399	6 Month Multi /Co-Op Buyers	\$85.00/M
3,510,302	12 Month Multi / Co-Op Buyers	\$80.00/M
	Fundraiser Base Rate	\$75.00/M
	Facebook Match	+ \$25.00/M

## DESCRIPTION

With the **Orchard Brands Co-Op Buyer Masterfile** get avid shoppers purchasing from Orchard Brands titles and from a Cooperative Database appended to the file. They are avid multi-buyers open to shopping from a variety of places. Orchard Brands stable of catalog and eCommerce businesses offers clothing, home solutions and gifts for the whole family. They are a favorite among a mostly mature females.

Orchard Brands titles include **Blair, Haband, Draper's & Damon's, Gold Violin, LinenSource, Old Pueblo Traders and Norm Thompson; full listing below.** Orchard offers great value, quality merchandise, easy payment options and products geared towards a mostly age 55+ audience. Marketers can select # of purchases by category, age, income, identified donors and more to select their most desirable prospect.

Profile: 72% Female, 20% Male, Avg. Age 55+ Avg. Sale \$50, 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 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, Conservative. Religious Affiliation: Jewish, Catholic's and Elderly Parent in Household. Inquire for additional select options.

Ailment Data: Allergies, Arthritis, Diabetes, Senior Needs/Disabled, Orthopedic concerns.

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

Modeling: Types: Good Customer Match, Regression. Date Required: 100M Minimum Order Qty: 50M, \$25/M Scoring Fee. Model Build: 4-6 Weeks

## ID NUMBERS

Manager ID	
NextMark ID	465370
mIn ID	
SRDS ID	

## MEDIA TYPE

Consumer

## SOURCE

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

## GEOGRAPHY

USA

## OPT-IN

## MAINTENANCE

Market Entry	08/04/2016
New to Manager Counts Through	07/31/2016

## DATA CARD MAINTENANCE

New To System	08/04/2016
"New to System"	08/05/2016
Announcement	
Last Update	08/08/2016
Next Update	09/08/2016
Update Frequency	MONTHLY

## MAILERS CAN APPLY WILAND BUILT MODELS TO THE ORCHARD BRANDS MASTERFILE!

View Brands Online at [www.orchardbrands.com](http://www.orchardbrands.com) or [www.bluestem.com](http://www.bluestem.com)

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****Political Party***Republican**Democrat**Liberal**Conservative.***Religious Affiliation***Jewish**Catholic***SELECTS**

\$100+	\$10.00/M
\$25+	\$10.00/M
\$50+	\$10.00/M
\$75+	\$10.00/M
Adult Age	\$10.00/M
Childs Age	\$10.00/M
House Charge Card	\$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	\$8.00/M
Presence of Child	\$10.00/M
Cooperative Database Product	\$10.00/M
Selectty	
Interest in Grandchildren	\$8.00/M
Model Scoring Fee	\$20.00/M
Ailment Data	\$15.00/M
Facebook Ad Match	\$25.00/M
Political Party	
Religious Affiliation	
Self-Reported	

**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 **\$500.00****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 &amp; processed will incur a \$100/F cancel fee, \$15/M cancel run charges &amp; 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 on all tests or

continuations with a changed creative. Prepayment on first time mailers. MODELING AVAILABLE: Good Customer Match, Regression. Date Required: 100M Minimum Orde Qty: 50M. Model Build: 4-6 Weeks

**CONTACTS**

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