

Orchard Brands Jewelry & Luggage Buyers



Orchard Brands is the premiere file of direct mail and space ad buyers of clothing, footwear, home and health products for men and women. Reach multi-buyers purchasing from Orchard and identified as jewelry and travel luggage buyers through a cooperative database overlay appended to file.

SEGMENTS

450,000	Total Universe / Universe Rate	\$85.00/M
18,631	1 Month Buyers - Jewelry MOBs	+ \$10.00/M
46,992	3 Month Buyers - Jewelry MOBs	+ \$10.00/M
115,868	12 Month Buyers - Jewelry MOBs	+ \$10.00/M
34,308	1 Month Buyers - Travel Luggage	+ \$10.00/M
141,979	3 Month Buyers - Travel Luggage	+ \$10.00/M
208,366	12 Month Buyers - Travel Luggage	+ \$10.00/M
45,169	1 Mos. Tablewares Prod. Byrs	+ \$10.00/M
92,895	12 Mos. Tablewares Prod. Byrs	+ \$10.00/M
184,159	3 Mos 3+ Buyers of Jewelry	+ \$10.00/M
85,814	3 Mos 5+ Buyers of Jewelry	+ \$10.00/M
	Publisher Base Rate	\$65.00/M
	Facebook Ad Match !	+ \$25.00/M

DESCRIPTION

Orchard Brands 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 catalog titles. **Jewelry, Tabletop & Luggage Buyers** are available on Orchard through an transactional product purchase overlay applied to the buyer file.

Reach multi-buyers purchasing from Orchard and identified as jewelry and travel luggage buyers through a cooperative database overlay appended to file. These are a few of the numerous selects mailers can select on this large file of mostly mature female buyers.

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 Donor Selects: Category cause, multi-donors, mail order donors and charitable giving score (1-10). Categories Include: Animal Welfare, Arts, Children, Environmental/Wildlife, Health, Political, Religious and Veteran Causes. 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 and Identified Christian Families. Political Party: Republican, Democrat, Independent. Inquire for more.

Ailment Data: Arthritis, Diabetes, Cholesterol, Joint Mobility, Senior concerns.

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

WILAND MODELING AVAILABLE ! INQUIRE.

View Orchard Brands Titles at: www.OrchardBrand.net

Orchard Brand Titles: Appleseed's, Bedford Fair, Blair Home, Blair Mens/Women,

ID NUMBERS

Manager ID	
NextMark ID	365017
mIn ID	365017
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	11/27/2012
New to Manager	
Counts Through	08/31/2017

DATA CARD MAINTENANCE

New To System	11/27/2012
"New to System"	11/28/2012
Announcement	
Last Update	09/07/2017
Next Update	10/06/2017
Update Frequency	MONTHLY

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	
Adult Age	\$10.00/M	Value	\$43,000.00
Childs Age Range	\$10.00/M	MINIMUM ORDER	
Demographic	\$10.00/M	Minimum Quantity	7,500
Donor by Category Cause	\$10.00/M	Minimum Price	\$500.00
Ethnic/Ethnicity	\$15.00/M	COMMISSIONS	
Gender/Sex	\$8.00/M	Broker	20%
Geo/Geographical	\$8.00/M	Agency	15%
Household Income	\$10.00/M	NET NAME ARRANGEMENTS	
Lifestyle	\$8.00/M	Net Name is allowed	
Number of Children	\$10.00/M	Floor	85%
Presence of Child	\$10.00/M	Minimum Quantity	50,000
Reading Interest Fashion Mag	\$10.00/M	Run Charges	\$15.00/M
Model Scoring Fee	\$20.00/M	EXCHANGES	
Ailment Data	\$15.00/M	Exchange is not allowed	
Cooperative Database Activity	\$10.00/M	REUSE	
Number of Purchases	\$10.00/M	Reuse is allowed	
MANAGER		Minimum Quantity	0
DSA Direct, LLC		Run Charge	
UNIT OF SALE		CANCELLATION	
Average	\$65.00	Charges	\$100.00/F
GENDER		CANCELLATION INSTRUCTIONS	
Male	20%	Orders canceled after mail date and/or merge will be at full rental ratel 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	
		Sample mail piece required for approval. Prepayment for first time users. Good Customer Match, Regression. Date Required: 100M Minimum Order Qty: 50M, Model Build: 4-6 Weeks Wiland Modeling Available! INQUIRE	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 East Main Street Unit 3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722
★ = Primary contact				

