

## Orchard Brands Jewelry &amp; 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
28,236	1 Month Buyers - Jewelry MOBs	\$100.00/M
55,128	3 Month Buyers - Jewelry MOBs	\$95.00/M
123,201	12 Month Buyers - Jewelry MOBs	\$85.00/M
56,566	1 Month Buyers - Travel Luggage	\$100.00/M
110,861	3 Month Buyers - Travel Luggage	\$95.00/M
245,801	12 Month Buyers - Travel Luggage	\$85.00/M
59,861	1 Mos. Tablewares Prod. Byrs	\$100.00/M
349,187	12 Mos. Tablewares Prod. Byrs	\$85.00/M
161,048	3 Mos 3+ Buyers of Jewelry	+ \$10.00/M
79,894	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.**

**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

## 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	03/31/2016

## DATA CARD MAINTENANCE

New To System	11/27/2012
"New to System"	11/28/2012
Announcement	
Last Update	04/07/2016
Next Update	05/06/2016
Update Frequency	MONTHLY

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	<b>MINIMUM ORDER</b>	
Demographic	\$10.00/M	Minimum Quantity	7,500
Donor by Category Cause	\$10.00/M	Minimum Price	\$500.00
Ethnic/Ethnicity	\$12.00/M	<b>COMMISSIONS</b>	
Gender/Sex	\$8.00/M	Broker	20%
Geo/Geographical	\$8.00/M	Agency	15%
Household Income	\$10.00/M	<b>NET NAME ARRANGEMENTS</b>	
Lifestyle	\$8.00/M	<b>Net Name is allowed</b>	
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	<b>EXCHANGES</b>	
Ailment Data	\$15.00/M	<b>Exchange is not allowed</b>	
Cooperative Database Activity	\$10.00/M	<b>REUSE</b>	
Number of Purchases	\$10.00/M	<b>Reuse is allowed</b>	
<b>MANAGER</b>		Minimum Quantity	0
DSA Direct, LLC		Run Charge	
<b>UNIT OF SALE</b>		<b>CANCELLATION</b>	
Average	\$65.00	<b>Charges</b>	
<b>GENDER</b>		\$100.00/F	
Male	20%	<b>CANCELLATION INSTRUCTIONS</b>	
Female	72%	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.	
<b>KEY CODING</b>		<b>KEY CODING</b>	
<b>Key Coding is available</b>		<b>Key Coding is available</b>	
Charges		Charges	
\$2.00/M		\$2.00/M	
<b>ADDRESSING</b>		<b>ADDRESSING</b>	
EMAIL		EMAIL	
\$75.00/F		\$75.00/F	
FTP		FTP	
\$75.00/F		\$75.00/F	
RUN CHARGE		RUN CHARGE	
\$8.00/M		\$8.00/M	
<b>SPECIAL INSTRUCTIONS</b>		<b>SPECIAL INSTRUCTIONS</b>	
Sample mail piece required for approval.		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		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				