

Orchard Brands Masterfile - bluestem Brands, Inc



Orchard Brands Masterfile consists of mostly mature female buyers from its family of catalog and web brands that offers endless options to its buyers for fashion, footwear, accessories, home, travel, beauty, grooming, gifting, home décor and more. Orchard Brands is part of bluestem Brands, Inc which offers a dynamic blend of customer products.

SEGMENTS

4,376,527	Total Universe / Universe Rate	\$80.00/M
716,579	1 Month Buyers	+ \$10.00/M
1,656,549	3 Month Buyers	+ \$10.00/M
4,376,525	12 Month Buyers	+ \$10.00/M
265,649	1 Month Cash / Check Buyers	+ \$10.00/M
242,663	1 Month House Charge Card Buyers	+ \$10.00/M
105,873	1 Mos Male Buyers	+ \$8.00/M
247,863	1 Month Byrs / Grandchildren	+ \$10.00/M
1,263,904	3 Mos. Buyers / Donors	+ \$10.00/M
	Publisher & Insurance Mlr Rate	\$65.00/M
	Fundraiser Base Rate	\$75.00/M
	Facebook Ad ! Inquire	+ \$25.00/M
	Modeling: 50M Min. Scoring Fee	+ \$25.00/M

DESCRIPTION

Orchard Brands Masterfile consists of mostly mature female buyers from its family of catalog and web brands that offers endless options to its buyers for fashion, footwear, accessories, home, travel, beauty, grooming, gifting, home décor and more. Orchard Brands is part of bluestem Brands, Inc which offers a dynamic blend of customer products. This mature responsive audience is a favorite for insurance, non-profit and publishing mailers.

The large Masterfile consists of unduplicated buyers from catalogs such as Appleseed's, Blair, Haband, Gold Violin, LinenSource, Old Pueblo Traders and Norm Thompson; a full listing is below. The audience is mostly female shoppers age 55. The file has been overlayed with several quality enhancement products to provide mailers with ample select options to best define their prospect! Enhancements include Demographic, Lifestyle Interests, Cooperative Database Product Purchase Transactions, Donor Transactions and Credit/ Financial Scoring.

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. Elderly Parent in Household and more. Inquire.

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

Facebook Ad! Reach Orchard Brands Shoppers on Facebook! Cost: \$25/M plus media buy cost. Inquire!

ID NUMBERS

Manager ID	
NextMark ID	304029
mIn ID	142265
SRDS ID	903081-000

MEDIA TYPE

Consumer 

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **09/30/2017**

DATA CARD MAINTENANCE

New To System **03/13/2011**
"New to System"
Announcement **07/12/2011**
Last Update **10/10/2017**
Next Update **11/07/2017**
Update Frequency **MONTHLY**

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

Wiland Modeling: Have your Wiland Model applied to the Orchard Brands file for targeted selects! 75% net deals on orders of 25M+

View Brands Online at www.orchardbrand.net www.bluestem.com

Orchard Brand Titles:Appleseed's, Bedford Fair, Blair Home, Blair Men's/Women, Brownstone, Coward Shoe, Drapers & Damon's, Fashion Specialists, Gold Violin, Haband Men's/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

Ailment Data (15.00/M)

- Arthritis
- Diabetes
- Cholesterol
- Joint Mobility
- Prostate/Potency concerns

Special Selects

- Demographic
- Lifestyle
- Self-Reported & Donor
- Adults by birth month

SELECTS

Age	\$10.00/M
Adult Age Month/Yr	\$10.00/M
Children by Age Range	\$10.00/M
Children by Gender	\$10.00/M
Donor by Category Cause	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender	\$8.00/M
Geo/Geographical	\$8.00/M
Demographic	\$10.00/M
Lifestyle Interests	\$8.00/M
Income	\$10.00/M
House Charge Card Byrs	\$8.00/M
Mail Order Donors	\$10.00/M
Modeling	\$25.00/M
Product Categories	\$10.00/M
Reading Interests	\$8.00/M
Political Affiliation	\$15.00/M
Religious Affiliation	\$15.00/M
Ailment Data	\$15.00/M
Facebook Ad Match	\$25.00/M
Special Selects	
POC	
category	
number of purchases	

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 & processed will incur a \$100/F cancel fee, \$15/M cancel run charges & 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.

CONTACTS

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

★ = Primary contact