

## 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

4,188,832	Total Universe / Universe Rate	\$80.00/M
610,576	1 Month Buyers	+ \$10.00/M
1,645,047	3 Month Buyers	+ \$10.00/M
4,188,832	12 Month Buyers	+ \$10.00/M
265,649	1 Month Cash / Check Buyers	+ \$10.00/M
215,186	1 Month House Charge Card Buyers	+ \$10.00/M
103,001	1 Mos Male Buyers	+ \$8.00/M
247,863	1 Month Byrs / Grandchildren	+ \$10.00/M
1,231,523	3 Mos. Buyers / Donors	+ \$10.00/M
	Publisher & Insurance Mlr Rate	\$65.00/M
	Fundraiser Base Rate	\$75.00/M
	Facebook Ad Base Rate \$25/M +\$7/M	+ \$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 Advertising:** 50M Min. \$25/M base, + \$7/M Onboarding. Media Buy is directly to Facebook unless full

## 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 **04/30/2018**

## DATA CARD MAINTENANCE

New To System **03/13/2011**  
"New to System"  
Announcement **07/12/2011**  
Last Update **05/03/2018**  
Next Update **06/08/2018**  
Update Frequency **MONTHLY**

service requested. Select your Orchard Brands select and we will post the matching FB audience to your clients account.

**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](http://www.orchardbrand.net) [www.bluestem.com](http://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)

SELECTS		AVERAGE INCOME	
Age	\$10.00/M	Value	\$43,000.00
Adult Age Month/Yr	\$10.00/M	<b>MINIMUM ORDER</b>	
Children by Age Range	\$10.00/M	Minimum Quantity	7,500
Children by Gender	\$10.00/M	Minimum Price	\$500.00
Donor by Category Cause	\$10.00/M	<b>COMMISSIONS</b>	
Ethnic/Ethnicity	\$15.00/M	Broker	20%
Gender	\$8.00/M	Agency	15%
Geo/Geographical	\$8.00/M	<b>NET NAME ARRANGEMENTS</b>	
Demographic	\$10.00/M	<b>Net Name is allowed</b>	
Lifestyle Interests	\$8.00/M	Floor	85%
Income	\$10.00/M	Minimum Quantity	50,000
House Charge Card Byrs	\$8.00/M	Run Charges	\$8.00/M
Mail Order Donors	\$10.00/M	<b>EXCHANGES</b>	
Modeling	\$25.00/M	<b>Exchange is not allowed</b>	
Product Categories	\$10.00/M	<b>REUSE</b>	
Reading Interests	\$8.00/M	<b>Reuse is allowed</b>	
Political Affiliation	\$15.00/M	Minimum Quantity	0
Religious Affiliation	\$15.00/M	Run Charge	
Ailment Data	\$15.00/M	<b>CANCELLATION</b>	
FACEBOOK AD MATCH Base Rate	\$25.00/M	Charges	\$100.00/F
Facebook Onboarding	\$7.00/M	<b>CANCELLATION INSTRUCTIONS</b>	
POC	\$10.00/M	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.	
category	\$10.00/M	<b>KEY CODING</b>	
number of purchases	\$10.00/M	<b>Key Coding is available</b>	
<b>MANAGER</b>		Charges	\$2.00/M
<b>DSA Direct, LLC</b>		<b>ADDRESSING</b>	
<b>UNIT OF SALE</b>		EMAIL	\$75.00/F
Average	\$65.00	FTP	\$75.00/F
<b>GENDER</b>		RUN CHARGE	\$8.00/M
Male	20%	<b>SPECIAL INSTRUCTIONS</b>	
Female	72%	Sample mail piece required on all tests or continuations with a changed creative. Prepayment on first time mailers.	
<b>CONTACTS</b>			
Contact Name	Role	Email	Phone Fax
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