

Orchard Brands Masterfile



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SEGMENTS

4,468,750	Total Universe / Universe Rate	\$80.00/M
697,592	1 Month Buyers	+ \$10.00/M
2,015,042	3 Month Buyers	+ \$10.00/M
4,468,750	12 Month Buyers	+ \$10.00/M
413,756	1 Month Cash / Check Buyers	+ \$10.00/M
138,057	1 Month House Charge Card Buyers	+ \$10.00/M
119,141	1 Mos Male Buyers	+ \$8.00/M
239,906	1 Month Byrs / Grandchildren	+ \$10.00/M
1,525,776	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

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This large Masterfile consists of unduplicated buyers from catalogs such as 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 overlaid 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! Available on matched Orchard Brands Buyer records for \$25/M plus media buy cost. Inquire for details!

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 **06/30/2017**

DATA CARD MAINTENANCE

New To System **03/13/2011**
"New to System"
Announcement **07/12/2011**
Last Update **07/10/2017**
Next Update **08/07/2017**
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

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

View Brands Online at www.orchardbrand.net 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)

SELECTS		AVERAGE INCOME	
Age	\$10.00/M	Value	\$43,000.00
Adult Age Month/Yr	\$10.00/M	MINIMUM ORDER	
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	COMMISSIONS	
Ethnic/Ethnicity	\$15.00/M	Broker	20%
Gender	\$8.00/M	Agency	15%
Geo/Geographical	\$8.00/M	NET NAME ARRANGEMENTS	
Demographic	\$10.00/M	Net Name is allowed	
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	EXCHANGES	
Modeling	\$25.00/M	Exchange is not allowed	
Product Categories	\$10.00/M	REUSE	
Reading Interests	\$8.00/M	Reuse is allowed	
Political Affiliation	\$15.00/M	Minimum Quantity	0
Religious Affiliation	\$15.00/M	Run Charge	
Ailment Data	\$15.00/M	CANCELLATION	
Facebook Ad Match	\$25.00/M	Charges	\$100.00/F
MANAGER		CANCELLATION INSTRUCTIONS	
DSA Direct, LLC		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.	
UNIT OF SALE		KEY CODING	
Average	\$65.00	Key Coding is available	
GENDER		Charges	\$2.00/M
Male	20%	ADDRESSING	
Female	72%	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
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