

Orchard Brands Pet Owners & Donors Masterfile



Orchard Brands Pet Owners & Donors Masterfile 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. Reach pet owners, Dog or Cat that are also identified as donors and/or pet product buyers!

SEGMENTS

1,810,840	Total Universe / Universe Rate	\$85.00/M
370,263	1 Mos. Buyers / Pet Owners	+ \$10.00/M
295,277	1 Mos. Byrs / Pet Owners / Dog	+ \$10.00/M
229,071	1 Mos. Byrs / Pet Owners / Cat	+ \$10.00/M
741,941	3 Mos. Byrs /Pet Owners	+ \$10.00/M
222,000	3 Mos. Byrs /Pet Owners & Donors	+ \$10.00/M
292,848	3 Mos. Pet Supplies Buyers	+ \$10.00/M
402,753	3 Mos. Pet Product Buyers	+ \$10.00/M
47,094	3 MOs. 3+ Pet Product Buyers	+ \$10.00/M
995,145	12 Mos. Pet Product Buyers	+ \$10.00/M
1,810,840	12 Mos. Byrs / Pet Owners	+ \$10.00/M
	Fundraiser Rate Enhance. Add'l	\$75.00/M
	Publishers Rate Enhance. Add'l	\$65.00/M

DESCRIPTION

Orchard Brands Pet Owners & Donor Masterfile. 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. The mostly mature, age 55+ catalog buyer on Orchard Brands has been overlaid with pet product buyer information and pet ownership.

Marketers can target mail order buyers that are identified pet owners, selectable by dog or cat that are also identified as donors and/or pet product buyers! Perfect for animal welfare fundraisers, pet product catalogs and others!

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 Ethnicity Spanish Speaking, Hispanic, German, African American, Asian and more inquire. 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. Inquire for more.

Dog Owner, Cat Owner, Pet in Household, Pet Supplies Buyers, Pet Product Buyers, Magazine Subscribers, Animal Welfare Donors and more Inquire.

Ailment Data: Arthritis, Diabetes, Cholesterol, Joint Mobility, Prostate/Potency concerns.

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

ID NUMBERS

Manager ID	
NextMark ID	309299
mIn ID	309299
SRDS ID	939508-000

MEDIA TYPE

Consumer

SOURCE

Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **08/31/2017**

DATA CARD MAINTENANCE

New To System **06/30/2011**
"New to System"
Announcement **07/28/2011**
Last Update **09/21/2017**
Next Update **10/06/2017**
Update Frequency **MONTHLY**

View Orchard Brands titles: www.OrchardBrand.net www.Bluestem.com

Orchard Brand Titles: Appleseeds, .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)

PROFILE

Ethnic/Ethnicity (15.00/M)

Spanish Speaking
Hispanic
German
African American
Asian

Pet Owners (10.00/M)

Dog Owner
Cat Owner
Pet in Household
Pet Supplies Product Buyers
Pet Product Buyers by # orders placed
Animal Welfare Donors and more Inquire.

SELECTS

Adult Age	\$10.00/M
Childs Age Range	\$10.00/M
Demographic	\$10.00/M
Donor by Category Cause	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Household Income	\$10.00/M
Lifestyle	\$8.00/M
Number of Purchases	\$10.00/M
Number of Children	\$10.00/M
Presence of Child	\$10.00/M
Reading Interest	\$8.00/M
Model Scoring Fee	\$20.00/M
Pet Owners	\$10.00/M
Pet Product Buyers	\$10.00/M
# Pet Product Orders	\$10.00/M
Pet Supplies Buyers	\$10.00/M

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 canceled 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 run chrgs & shipping 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 for all new tests or changes in creatives for continuation orders.
Prepayment required from first time users. Good Customer Match, Regression. Data required: 100M.
Minimum Order Qty: 50M, Model Build: 4-6 Weeks

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact