

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

1,717,299	Total Universe / Universe Rate	\$85.00/M
355,744	1 Mos. Buyers / Pet Owners	+ \$10.00/M
273,416	1 Mos. Byrs / Pet Owners / Dog	+ \$10.00/M
214,088	1 Mos. Byrs / Pet Owners / Cat	+ \$10.00/M
812,754	3 Mos. Byrs /Pet Owners	+ \$10.00/M
609,565	3 Mos. Byrs /Pet Owners & Donors	+ \$10.00/M
401,357	3 Mos. Pet Supplies Buyers	+ \$10.00/M
449,654	3 Mos. Pet Product Buyers	+ \$10.00/M
42,783	3 MOs. 3+ Pet Product Buyers	+ \$10.00/M
936,463	12 Mos. Pet Product Buyers	+ \$10.00/M
1,708,183	12 Mos. Byrs / Pet Owners	+ \$10.00/M
	Fundraiser Rate Enhance. Add'l	\$75.00/M
	Publishers Rate Enhance. Add'l	\$65.00/M
	Facebook \$25/M Base + \$7/M Onboarding	\$25.00/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 catalogers 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.

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	06/30/2018

DATA CARD MAINTENANCE

New To System	06/30/2011
"New to System"	07/28/2011
Announcement	
Last Update	07/18/2018
Next Update	08/08/2018
Update Frequency	MONTHLY

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

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)

SELECTS		AVERAGE INCOME	
Adult Age	\$10.00/M	Value	\$43,000.00
Childs Age Range	\$10.00/M	MINIMUM ORDER	
Demographic	\$10.00/M	Minimum Quantity	7,500
Donor by Category Cause	\$10.00/M	Minimum Price	\$500.00
Ethnic/Ethnicity	\$15.00/M	COMMISSIONS	
Gender/Sex	\$8.00/M	Broker	20%
Geo/Geographical	\$8.00/M	Agency	15%
Household Income	\$10.00/M	NET NAME ARRANGEMENTS	
Lifestyle	\$8.00/M	Net Name is allowed	
Number of Purchases	\$10.00/M	Floor	85%
Number of Children	\$10.00/M	Minimum Quantity	50,000
Presence of Child	\$10.00/M	Run Charges	\$8.00/M
Reading Interest	\$8.00/M	EXCHANGES	
Model Scoring Fee	\$20.00/M	Exchange is not allowed	
Pet Owners	\$10.00/M	REUSE	
Pet Product Buyers	\$10.00/M	Reuse is allowed	
# Pet Product Orders	\$10.00/M	Minimum Quantity	0
Pet Supplies Buyers	\$10.00/M	Run Charge	
MANAGER		CANCELLATION	
DSA Direct, LLC		Charges	
UNIT OF SALE		\$100.00/F	
Average		\$65.00	
GENDER		CANCELLATION INSTRUCTIONS	
Male	20%	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.	
Female	72%	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				
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