

## Orchard Brands Pet Owners &amp; 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

1,693,680	Total Universe / Universe Rate	\$85.00/M
267,193	1 Mos. Buyers / Pet Owners	+ \$10.00/M
35,136	1 Mos. Byrs / Pet Owners / Dog	+ \$10.00/M
27,581	1 Mos. Byrs / Pet Owners / Cat	+ \$10.00/M
638,846	3 Mos. Byrs /Pet Owners	+ \$10.00/M
105,322	3 Mos. Byrs /Pet Owners & Donors	+ \$10.00/M
284,531	3 Mos. Pet Supplies Buyers	+ \$10.00/M
355,122	3 Mos. Pet Product Buyers	+ \$10.00/M
33,485	3 MOs. 3+ Pet Product Buyers	+ \$10.00/M
913,379	12 Mos. Pet Product Buyers	+ \$10.00/M
1,693,680	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 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.

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	11/30/2017

## DATA CARD MAINTENANCE

New To System	06/30/2011
"New to System"	07/28/2011
Announcement	
Last Update	12/04/2017
Next Update	01/08/2018
Update Frequency	MONTHLY

View Orchard Brands titles: [www.OrchardBrand.net](http://www.OrchardBrand.net) [www.Bluestem.com](http://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.*

**Pet Supplies Buyers** (10.00/M)

*Arthritis*  
*Diabetes*  
*Cholesterol*  
*Joint Mobility*  
*Prostate/Potency concerns.*

**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