

## Best Fashion Buyers by DSA



NEW! Best Fashion Buyers by DSA provides shoppers on the look out for affordable fashion and accessories! Although on a limited budget, these mostly females, age 40+ are finding great deals in the best fashion in clothing, footwear, and accessories.

### SEGMENTS

3,513,837	Total Universe / Universe Rate	\$75.00/M
434,381	1 Mos. Buyers	\$85.00/M
1,126,399	3 Mos. Buyers	\$80.00/M
3,513,837	12 Mos. Buyers	\$75.00/M
	Fundraiser Base Rate	\$70.00/M
	Digital Campaigns - Inquire	+ \$10.00/M

### ID NUMBERS

Manager ID	
NextMark ID	602635
mIn ID	602635
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Internet/On-Line, Direct response, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	06/01/2022
New to Manager	05/20/2022
Counts Through	08/31/2022

### DATA CARD MAINTENANCE

New To System	05/26/2022
"New to System"	06/02/2022
Announcement	
Last Update	09/02/2022
Next Update	10/05/2022
Update Frequency	MONTHLY

### DESCRIPTION

#### NEW!

**Best Fashion Buyers by DSA** provides shoppers on the look out for affordable fashion and accessories! Although on a limited budget, these mostly females, age 40+ are finding great deals in the best fashion in clothing, footwear, and accessories. They can shop without the worry of big price tags. The file is sources through credit processing service that tracks product and method of payment. The purchases are all from low ticket sources that provides great value to shoppers.

This audience is well suited for shop now, pay later and easy credit offers, self improvement, fashion and accessories, subscriptions, health and wellness, value products & services and more.

#### 30-day Shoppers by Category

Apparel = 247,543

Cosmetics = 106,495

Jewelry & Accessories = 154,943

**Demographics:** 85% Females, Avg. Age 40+, Avg. HH Income \$35,000

**Minimum Postal:** 7,500

#### Email Available

Minimum 25,000

\$25/M email deployment fee, \$150/F set up. Provide creative for pre-approval. Seed list and subject line needed. 2 Tracking reports provided.

Prepayment required on all emails

**Digital Use:** Add digital use on postal mailings \$10/M. Digital Only Campaigns \$35/M

[Contact DSA](#)

SELECTS	
Age	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Marital Status	\$8.00/M
Direct Mail Buyers	\$8.00/M
Product Categories	\$10.00/M
Digital Campaign	\$10.00/M

MANAGER	
DSA Direct, LLC	

UNIT OF SALE	
Average	\$35.00

GENDER	
Male	12%
Female	88%

AVERAGE INCOME	
Value	\$35,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$450.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$85.00/M

EXCHANGES	
<b>Exchange is not allowed</b>	

REUSE	
<b>Reuse is allowed</b>	
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. Orders received & processed will incur a 100/F cancel fee, \$15/M cancellation run charges & shipping/material fees.

KEY CODING	
<b>Key Coding is available</b>	
Charges	\$2.00/M

ADDRESSING	
FTP	\$75.00/F
EMAIL	\$75.00/F
RUN CHARGE	\$8.00/M

**SPECIAL INSTRUCTIONS**  
 Sample Mail Piece Required for List Owner Approval. Prepayment on new tests.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact