

## Children Product Buyers by DSA



Children Product Buyers by DSA are mostly female direct mail buyers of children's apparel, mdse, toys, accessories and furnishings. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases. All buyers are multi-buyers and select by category.

### SEGMENTS

1,512,113	Total Universe / Universe Rate	\$75.00/M
509,575	1 Mos. Children Product Buyers	\$85.00/M
692,500	3 Mos. Children Product Buyers	\$80.00/M
1,512,125	12 Mos. Children Product Buyers	\$75.00/M
221,600	3 Mos \$25+Children Product Buyers	+ \$8.00/M
	Digital Campaign - Inquire	\$35.00/M

### ID NUMBERS

Manager ID	
NextMark ID	544283
mIn ID	544283
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, Catalog, Multi Sourced, Buyers, Direct mail sold, Multi-buyers

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	09/24/2019
New to Manager	09/23/2019
Counts Through	07/31/2020

### DATA CARD MAINTENANCE

New To System	09/24/2019
"New to System"	09/25/2019
Announcement	
Last Update	08/10/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

### DESCRIPTION

**Children Product Buyers by DSA** are mostly female direct mail buyers of children's apparel, general merchandise, toys, accessories and furnishings. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases. All buyers are multi-buyers and select by category.

Recency on this file is pulled from the last mail order transactional activity. Multi-purchase within category is selectable and dollar is maintained average purchase. This file contains buyer, subscriber and donor activity on each record. Mailers can select buyers and subscribers to publications, donors and buyers of other product categories as well. Target your ideal prospect with this strong file! Inquire further!

**Special Selects:** # of purchases within category, Product Category, Dollar Select Avg. Purchase or Last Purchase, Age, Income, Presence of Children, Children Books, Children Apparel, Baby/Infant Products, Children's Furnishings, Toys/Education Products, Marital Status, Reader Interest, Health, Home Products, Children, Credit Card Buyers, House Charge Card, Cash Purchase Method. Inquire for more!

**Opt-in Email address** data has been appended to this transactional file.

**Digital Campaigns:** \$35/M on matched records, \$500 minimum

**Email Orders:** 25,000 Minimum

Please pre-clear creative for approval prior to ordering.

Creative must be in HTML & Plain Text and contain mailers name and address.

Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided.

Prepayment required on all email orders.

**MINIMUM:** 7,500 postal mailing

For more info contact [DSA Direct](#)**PROFILE****Product Categories** (8.00/M)*Jewelry**Tabletop**Linen**Bath**Kitchen**All Home Furnishings***SELECTS**

Age/Income	<b>\$8.00/M</b>
Credit Card Buyers	<b>\$8.00/M</b>
Demographic	<b>\$8.00/M</b>
Direct Mail Sold Only	<b>\$8.00/M</b>
Dollar Amount - AP	<b>\$8.00/M</b>
Ethnic/Ethnicity	<b>\$15.00/M</b>
Gender/Sex	<b>\$8.00/M</b>
Geo/Geographical	<b>\$8.00/M</b>
House Charge Card	<b>\$8.00/M</b>
Lifestyle	<b>\$8.00/M</b>
Multi -Buyers	<b>\$8.00/M</b>
Number of Purchases	<b>\$8.00/M</b>
Presence of Children	<b>\$8.00/M</b>
Product Categories	<b>\$8.00/M</b>
Reader Interest	<b>\$8.00/M</b>

**MANAGER****DSA Direct, LLC****UNIT OF SALE**Average **\$50.00****GENDER**Male **8%**  
Female **92%****AVERAGE INCOME**Value **\$45,000.00****MINIMUM ORDER**Minimum Quantity **7,500**  
Minimum Price **\$450.00****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 cancelled after mail date and/or merge will be at full rental rate. Orders received &amp; processed will incur a \$100/F cancel fee, \$15/M run charges &amp; shipping/material fees.

**KEY CODING****Key Coding is available**  
Charges **\$2.00/M****ADDRESSING**FTP **\$75.00/F**  
EMAIL **\$75.00/F**  
RUN CHARGE **\$8.00/M****SPECIAL INSTRUCTIONS**Sample Mail Piece required on Tests for Approval.  
Tests and email orders require prepayment.**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact

© Copyright 2000-2020 NextMark, Inc.

powered by  **NextMark**  
[www.nextmark.com](http://www.nextmark.com)