

## Health and Beauty Buyers by DSA



Health and Beauty Buyers by DSA provides avid buyers of beauty, skin care, anti-aging, cosmetics and a variety of health products for ailment remedies, home safety, and more. Marketers can select multi-buyers of product categories, with average purchase spent, age and income. This is part of the American Consumer Database, which is a powerhouse of responsive buyers from direct mail, online, space ads and subscriptions.

### SEGMENTS

1,750,000	Total Universe / Universe Rate	\$75.00/M
250,000	1 Mos. Hotline	\$80.00/M
650,000	3 Month	\$75.00/M
1,750,000	12 Month	\$75.00/M
	Fundraiser Base Rate	\$65.00/M
	Digital Campaigns - Inquire	+ \$10.00/M

### ID NUMBERS

Manager ID  
NextMark ID **627236**  
mIn ID  
SRDS ID

### MEDIA TYPE

Consumer



### SOURCE

Multi Sourced, Internet/On-Line, Direct response

### GEOGRAPHY

USA

### OPT-IN

#### MAINTENANCE

Market Entry **01/24/2024**  
New to Manager **01/01/2024**  
Counts Through **01/31/2024**

#### DATA CARD MAINTENANCE

New To System **01/24/2024**  
"New to System"  
Announcement **01/25/2024**  
Last Update **02/08/2024**  
Next Update **03/08/2024**  
Update Frequency **MONTHLY**

### DESCRIPTION

**Health and Beauty Buyers by DSA** provides avid buyers of beauty, skin care, anti-aging, cosmetics, and a variety of health products for ailment remedies, home safety, and more. Marketers can select multi-buyers from product categories, with average purchase spent, age and income. This is part of the American Consumer Database, which is a powerhouse of responsive buyers from direct mail, online, space ads and subscriptions.

This audience is well suited for beauty products, self improvement, fashion and accessories, subscriptions, health and wellness, value products & services and more. File is well enhanced with additional shopper attributes such as, age, income, gender, presence of children, additional product categories and more! Inquire.

#### Product Select:

Cosmetics, Skin Care, Anti-Aging, Arthritis, Cardiac/Heart, Diabetes remedy products, Health supplements, home safety products. Inquire.

**Demographics:** 90% 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](#)

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**SELECTS**

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

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**MANAGER****DSA Direct, LLC**

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**UNIT OF SALE**

Average	<b>\$25.00</b>
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**GENDER**

Male	<b>10%</b>
Female	<b>90%</b>

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**AVERAGE INCOME**

Value	<b>\$35,000.00</b>
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**MINIMUM ORDER**

Minimum Quantity	<b>7,500</b>
Minimum Price	<b>\$450.00</b>

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**COMMISSIONS**

Broker	<b>20%</b>
Agency	<b>15%</b>

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**NET NAME ARRANGEMENTS****Net Name is allowed**

Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$85.00/M</b>

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**EXCHANGES****Exchange is not allowed**

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**REUSE****Reuse is allowed**

Minimum Quantity	<b>0</b>
Run Charge	

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**CANCELLATION**

Charges	<b>\$100.00/F</b>
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**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.

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**KEY CODING****Key Coding is available**

Charges	<b>\$2.00/M</b>
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**ADDRESSING**

FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>
RUN CHARGE	<b>\$8.00/M</b>

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**SPECIAL INSTRUCTIONS**

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

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**CONTACTS**

Contact Name	Role	Email	Phone	Fax
Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact