

Yum Yum Food Gift Buyers by DSA



Yum Yum Food Gift Buyers by DSA are online and direct mail buyers of food gifts of baked goods, chocolates, desserts, candies, fruits, nuts, cheese, coffee, teas, popcorn and other treats. Product Categories are selectable for Postal and Digital Campaigns. Holiday food gift givers average \$50.00+ purchases.

SEGMENTS

875,650	Total Universe / Universe Rate	\$75.00/M
109,450	1 Mos. Food Gift Buyers	\$85.00/M
246,000	3 Mos. Food Gift Buyers	\$80.00/M
875,650	12 Mos. Food Gift Buyers	\$75.00/M
125,000	3 Mos. \$25+ Multi-Buyers & Club Members	+ \$8.00/M
	Digital Campaign - Inquire	+ \$10.00/M

ID NUMBERS

Manager ID	
NextMark ID	421635
mIn ID	421635
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/08/2014
New to Manager	09/01/2014
Counts Through	09/30/2020

DATA CARD MAINTENANCE

New To System	09/08/2014
"New to System"	09/09/2014
Announcement	
Last Update	10/19/2020
Next Update	11/09/2020
Update Frequency	MONTHLY

DESCRIPTION

Yum Yum Food Gift Buyers by DSA are mostly female online and direct mail buyers of food gifts of baked goods, chocolates, desserts, candies, fruits, nuts, cheese, coffee, teas, popcorn and other treats. Mostly holiday gift givers spending on average \$50.

Giftng of food products is increasing. As more shoppers turn to e-commerce for shopping, gift giving of food products are a welcomed delivery. Marketers can select by food **product category** such as Chocolates/Candies, Baked Goods, Fruit/Nuts, Nuts, Jellies/Jams/Sauces, Coffee/Teas and Food Gift Baskets. Seasonal buyers are selectable. Target your ideal audience on this large transactional file available for postal and for digital upload!

Special Selects: Age, Income, Gender, # of purchases, Avg. Amt Spent, Product Category, Presence of Children, Continuity Club Buyers, Membership Buyers, Method of Payment, Credit Card, House Charge Card, Ethnicity and more. Inquire!

Opt-in Email Address appended to file and available +\$25/M 25,000 Min.

Digital Campaigns: Add Digital to Postal Mailing \$10/M; Digital use only: \$35/M. Media Buy and Campaign Mgmt Separate. Inquire for details.

Wiland Optimization: Data is available for co-op optimization with 20% net terms. Inquire!

MINIMUM: 7,500 postal mailing

[Contact](#)

SELECTS

Age/Income	\$8.00/M
Credit Card Buyers	\$8.00/M
Continuity Club Buyers	\$8.00/M

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Demographic	\$8.00/M	Minimum Quantity	7,500
Dollar Amount - AP	\$8.00/M	Minimum Price	\$450.00
Ethnic/Ethnicity	\$15.00/M		
Gender/Sex	\$8.00/M		
Geo/Geographical	\$8.00/M		
Lifestyle	\$8.00/M		
Reader Interest	\$8.00/M		
# of Purchases: 2+, 3+	\$8.00/M		
Presence of Children	\$8.00/M		
Product Categories	\$8.00/M		
House Charge Card	\$8.00/M		
Digital Campaign	\$10.00/M		

MANAGER
DSA Direct, LLC

UNIT OF SALE
 Average **\$50.00**

GENDER
 Male **15%**
 Female **85%**

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 & processed will incur a \$100/F cancel fee, \$15/M run charges & 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. Minimum for Emails: 25,000 Includes 2 tests, deployment and tracking reports. Personalization available. Additional test blasts at \$100/per additional test.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact