

# ROSS - SIMONS

## Z24 Database

### KEY SEGMENTS

70,299	1 Month Buyers	<i>see terms &amp; conditions</i>	
124,845	3 Month Buyers	<i>see terms &amp; conditions</i>	
183,550	6 Month Buyers	<i>see terms &amp; conditions</i>	
293,468	12 Month Buyers		\$95/M
	Food Mailers		\$75/M
	Fundraisers/Publishers		\$70/M

### AUDIENCE PROFILE

Founded fifty years ago, *Ross-Simons* is the nation's largest and most trusted provider of value-priced fine jewelry, china, crystal, sterling, home-decor, gifts and collectibles. The *Ross-Simons* list offers responsive and upscale mail order buyers that have made purchases from their catalog titles: *Ross-Simons*; *Ross-Simons Gift & Entertaining*; *Ross-Simons Jewelry* and *Ross-Simons Sale*.

#### Demographics

- \* Average Age 50
- \* Average HHI \$85,000

#### Z24 Product Categories\* (+\$22/M)

Jewelry/Accessories .....	135,041	Gardening Supplies .....	36,353
Women's Apparel .....	119,273	Food/Snacks .....	36,758
Linen/Bedding .....	101,090	Books .....	23,068
Men's Apparel .....	83,155	Videos .....	15,281
Home Improvement/Safety .....	74,441	Beer/Wine/Coffe .....	18,864
Collectibles .....	49,956	Junior Apparel.....	23,488
Children's Apparel.....	47,084		

### MARKETING INSIGHT

The *Ross-Simons* customer is purchasing from a variety of offers. Continuation usage includes: gift, home decor, men's and women's apparel, epicurean, general merchandise, fundraisers, publishers, financial services, credit card and more.

### TERMS AND CONDITIONS

\* \$22/M includes all database variables, gender and 1 demographic. Presence of child 0-3 has an additional charge of \$15/M and requires special compliance approval. +\$5/M incremental charge for multiple demographics.

Sample mail piece required. 3-5 working days required to process order. Payment due 30 days from mail date. All cancelled orders are subject to a \$100/F cancellation fee, plus \$8M run charges, shipping & material fees. 20% commission to authorized brokers on base rate. One month select is subject to list owner approval. Email all orders to [order\\_receipt@belardiostroy.com](mailto:order_receipt@belardiostroy.com).

**BELARDI  
OSTROY**

Mission + Intelligence + Energy

**Unit of Sale:** \$175  
**Gender:** 19% Male / 74% Female  
**Minimum:** 10,000  
**Source:** 95% Direct Mail (Catalog)  
**Updates:** Monthly

#### Addressable Material

- 4 up Cheshire Labels
- Pressure Sensitive Labels
- 9TR 1600/6250 BPI Magnetic Tape

### SELECTION CHARGES

Z24 Product Category .....	\$22/M
\$50+ .....	<i>See terms &amp; conditions</i>
\$75+ .....	<i>See terms &amp; conditions</i>
\$100+ .....	<i>See terms &amp; conditions</i>
\$150+ .....	<i>See terms &amp; conditions</i>
\$200+ .....	<i>See terms &amp; conditions</i>
Last Purchase .....	<i>See terms &amp; conditions</i>
State/SCF/Zip .....	<i>See terms &amp; conditions</i>
Run Charges .....	\$8/M
Email .....	\$25/F

#### Net Name Policy

85% + \$8.00/M Run Charges  
on 50,000+ Names

#### Service Bureau

Experian  
370 Interlocken Drive - ste 110  
Broomfield, CO 80020  
Attn: Meg Baron

#### Belardi/Ostroy ALC Contacts

Antoine Smith - Sales  
212-381-1755  
[AntoineS@belardiostroy.com](mailto:AntoineS@belardiostroy.com)

Kevin McCahill - Count Requests  
212-381-1705  
[kevinm@belardiostroy.com](mailto:kevinm@belardiostroy.com)

Jessica Romero- Production  
212-381-1757  
[jessicar@belardiostroy.com](mailto:jessicar@belardiostroy.com)

**Ross-Simons**  
Usage Through September 2007

**Gift & Home**

Amer. Blind & Wallpaper Factory  
Art & Artifact  
Ballard Designs  
Colonial Williamsburg  
Cottage Shop, Inc. (T)  
Gump's San Francisco  
Home Decorators Collection  
Horchow Collection  
Linen Source  
Metropolitan Museum of Art (T)  
Red Envelope Gifts  
Selective Marketplace Ltd.  
Source Perrier Collection  
Smithsonian Catalogue  
Touch Of Class  
Winterthur Museum & Gardens

**Jewelry**

Uno Alla Volta

**Health/Beauty**

Dr. Leonard's Healthcare Corp. (T)

**Publishing**

Hoffman Media, Inc. (T)  
Southern Living  
Southern Progress Corp.

**Apparel & Accessories**

Bloomingdale's By Mail  
Coldwater Creek  
Heavenly Treasurers  
Lillian Vernon (T)  
Neiman Marcus  
Newport News (T)  
Peruvian Connection (T)  
Speigel, Inc. (T)  
Sundance Catalog  
Talbots  
TravelSmith (T)  
Wintersilks (T)

**General Merchandise**

Bas Bleu  
Hammacher Schlemmer (T)  
Herrington (T)  
HP Shopping.Com  
Norm Thompson  
Signals (T)  
Soft Surroundings (T)  
Tracy Porter (T)  
Wyndham Hotels & Resorts (T)

**Service**

Alpha Dog Marketing  
The Lenox Group (T)

**Fundraising / Memberships**

American Direct Marketing Res.  
American Heart Association  
Big Brothers, Big Sisters (T)  
Custom Missions Program  
Food Banks (T)  
Nat'l Breast Cancer Research  
Nat'l Found. For Cancer Res. (T)  
Pine Street Inn (T)  
San Diego Zoo  
So Others Might Eat  
USO (T)  
World Vision

**Epicurean**

Harry & David  
See's Candies  
Windsor Vineyards (T)  
Wolferman's (T)

**Enhanced**

Coldwater Creek  
J. Jill (T)  
Victoria's Secret

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**For more information, contact:**

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