



**MASON**<sup>®</sup>  
Companies, Inc.

2020 List Portfolio

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axle



Mason Companies, Inc. is a family-owned, multi-channel retailer that has been in business for more than 115 years. They own and operate 10 businesses that sell everything from shoes and apparel to bedding and electronics through their E-commerce websites and direct mail catalogs, with some businesses offering their own proprietary credit payment options.

## Mason Companies, Inc. List & Blow-In Programs Include:

- Stoneberry\*
- Figi's Gallery
- Shoemall
- Masseys\*
- Maryland Square\*
- Figi's Gifts
- Mason Easy Pay\*
- Auditions\*
- Birchland
- K. Jordan\*
- B.A. Mason
- **Fifth & Glam**  
**(COMING SOON!)**

\*Blow in programs available

- Mason Companies Enhanced Masterfile
- Mason Companies Marketing Genetics Enhanced
- Mason Companies TargetReady Model Masterfile
- Mason Companies Apogee Enhanced Masterfile
- Mason Companies Modeling Masterfile
- Mason Companies Wiland Direct Modeled Masterfile
- Mason Companies Blow-In Programs



Coming Soon!

**FIFTH & GLAM**  
BEAUTY

**ShoeMall**.com



One-stop shopping for bedding, kitchenware, electronics, jewelry and more. Stoneberry buyers choose from a huge selection of popular items such as brand-name electronics and appliances, home furnishings, jewelry and much more! The average unit of sale is \$125.

**Counts:**

133,000 Last 3 Month Buyers  
 450,000 Last 12 Month Buyers  
*Fundraising/Publishing \$65/M*  
*Food Rate \$75/M*

**Demographics:**

67% Female  
 22% Male  
 Average Income: \$40,000  
 Average Age: 50

**Selects Include:**

- Age
- Child Age
- Credit Program
- Dollar
- Ethnicity
- Gender/Sex
- Income
- Lifestyle
- Multibuyer
- Product

**Product Selects Include:**

- Home
- Bed and Bath
- Electronics
- Kitchen
- Toys
- Apparel and Shoes
- Outdoor & Fitness
- Health and Beauty
- Jewelry

**Stoneberry Catalog Blow-In Program**

22,118,620 Catalogs Annually \$35/M

**Usage includes:**

- Anthony Richards • Beauty Boutique • Burgess Seed and Plant Co. • Carol Wright • Dr. Leonard's Healthcare • Feelgood Store • Harriet Carter Gifts • Healthy Living • Innovative After Market Systems IAS • LTD Commodities • Publishers Clearing House • Touch of Class • Windsor Collection

**Stoneberry Marketing Genetics Enhanced Product Buyers:**

Last 12 Month Buyers	450,000	Home Décor Buyers	135,000
Women's Apparel Buyers	149,000	Men's Apparel Buyers	87,000
Women's Large Size Buyers	67,000	Jewelry Buyers	37,000
Housewares/Home Furnishings Buyers	120,000	Gardening & Patio Buyers	38,000
Gift Buyers	49,000	Big & Tall Buyers	25,000
Health & Beauty Buyers	93,000	Children's Product Buyers	41,000





# Masseys

Masseys buyers purchase stylish footwear, clothing and accessories for women, men and children. They find the best selection of brand-name items for the entire family and the latest trends at affordable prices. The average unit of sale is \$118.

## Counts:

135,000 Last 3 Month Buyers  
 394,000 Last 12 Month Buyers  
*Fundraising/Publishing \$65/M*  
*Food Rate \$75/M*

## Demographics:

79% Female  
 Average Age: 40-55  
 Average Income: \$40,000

## Selects Include:

- Age
- Child Age
- Credit Program
- Dollar
- Ethnicity
- Gender/Sex
- Income
- Lifestyle
- Multibuyer
- Product

## Product Selects Include:

- Apparel
- Shoes
  - Casual
  - Dress
  - Outdoor
  - Work
  - Size & Width
- Jewelry/Bags/Accessories

## Continuation Usage Includes:

- Anthony Richards • Carol Wright • Chadwicks Boston Apparel Group • Complements by Anthony Richards • Dr. Leonard's Healthcare • Especially Yours • Essentials by Anthony Richards • Feelgood Store • Healthy Living • Jessica London • metrostyle Boston Apparel Group • Roaman's • Seta Corporation • Time for Me • Woman Within

## Masseys Credit Blow-In Program

17,161,654 Catalogs Annually \$35/M

## Masseys Women's Apparel Blow-In Program

10,532,729 Catalogs Annually \$35/M



# Mason Easy-Pay®

Mason Easy-Pay buyers purchase brand-name footwear and clothing for men and women. They have access to the best products, in hard-to-find sizes, with convenient low monthly payments. The average unit of sale is \$115.

## Counts:

74,000 Last 3 Month Buyers  
 248,000 Last 12 Month Buyers  
*Fundraising/Publishing \$65/M*  
*Food Rate \$75/M*

## Demographics:

60% Female  
 31% Male  
 Average Age: 50  
 Average Income: \$40,000

## Selects Include:

- Age
- Child Age
- Credit Program
- Dollar
- Ethnicity
- Gender/Sex
- Income
- Lifestyle
- Multibuyer
- Product

## Product Selects Include:

- Athletic
- Casual
- Dress
- Jewelry/Bags/Accessories
- Size & Width
- Outdoor
- Work

## Continuation Usage Includes:

Anthony Richards • Beauty Boutique • Blair  
 • Carol Wright • Choice Home Warranty •  
 Complements by Anthony Richards •  
 Dr. Leonard's Healthcare • Essentials by  
 Anthony Richards • Feelgood Store •  
 Harriet Carter Gifts • Healthy Living  
 • Jessica London • KingSize • Seta  
 Corporation • Time for Me • Woman Within

## Mason Easy Pay Blow-In Program

15,402,846 Catalogs Annually \$35/M



# K.Jordan®

These women look to the K. Jordan fashion experts for the hottest trends in clothing and footwear so they can look and feel fabulous from head to toe. The average unit of sale is \$130.

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### Counts:

38,000 Last 3 Month Buyers  
 129,000 Last 12 Month Buyers  
*Fundraising/Publishing \$65/M*  
*Food Rate \$75/M*

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### Demographics:

83% Female  
 Average Income: \$50,000  
 Age Range: 40-55

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### Selects Include:

- Age
- Child Age
- Credit Program
- Dollar
- Ethnicity
- Gender/Sex
- Income
- Lifestyle
- Multibuyer
- Product

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### Product Selects Include:

- Apparel
- Intimates
- Outerwear
- Shoes
- Apparel Size
  - Misses
  - Petites
  - Women's

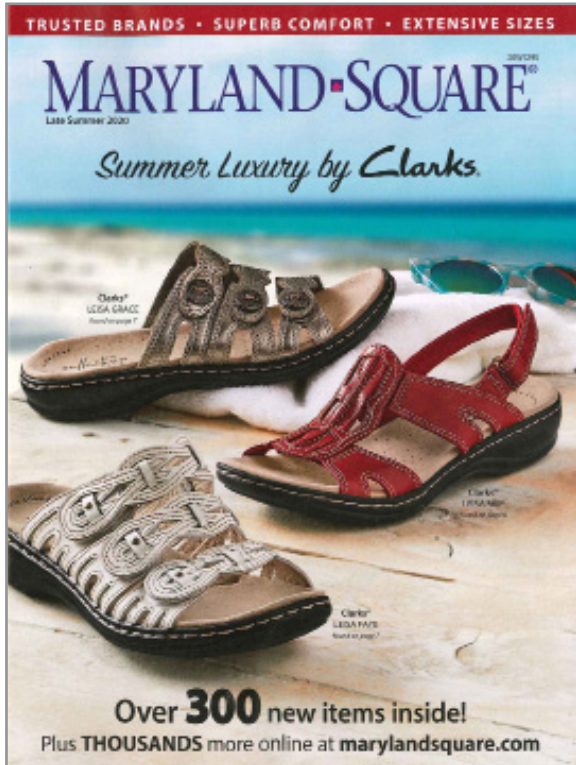
### Continuation Usage Includes:

Anthony Richards • Beauty Boutique • Carol Wright • Complements by Anthony Richards • Dr. Leonard's Healthcare • Essentials by Anthony Richards • Healthy Living • Jessica London • LTD Commodities • Roaman's • Time for Me • Windsor Collection • Woman Within

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### K. Jordan Blow-In Program

12,756,487 Catalogs Annually \$35/M



# MARYLAND SQUARE®

Buyers find shoes in a full range of sizes (4-14) and widths (AAAA-EEEE) from trusted brands in the latest trends. The average unit of sale is \$93.

## Counts:

89,000 Last 3 Month Buyers  
 251,000 Last 12 Month Buyers  
*Fundraising/Publishing \$65/M*  
*Food Rate \$75/M*

## Demographics:

89% Female  
 Average Income: \$50,000  
 Average Age: 55

## Selects Include:

- Age
- Child Age
- Dollar
- Ethnicity
- Gender/Sex
- Income
- Lifestyle
- Multibuyer
- Product

## Product Selects Include:

- Athletic
- Casual
- Dress
- Size & Width
- Outdoor

## Continuation Usage Includes:

Anthony Richards • Appleseed's  
 • Blair • Carol Wright Gifts • Coldwater Creek • Complements by Anthony Richards  
 • Draper's & Damon's • Essentials by Anthony Richards • Feelgood Store • Fresh Finds • Harriet Carter Gifts • National (formerly National Wholesale) • Plow & Hearth  
 • Soft Surroundings • St. Joseph Indian School • The Tog Shop • Touch of Class • Vermont Country Store • Wise and Well

## Maryland Square Blow-In Program

17,826,876 Catalogs Annually \$35/M

## Maryland Square Marketing Genetics Enhanced Product Buyers:

Last 12 Month Buyers	251,000	Home Décor Buyers	70,000
Women's Apparel Buyers	163,000	Men's Apparel Buyers	54,000
Women's Large Size Buyers	75,000	Jewelry Buyers	41,000
Housewares/Home Furnishings Buyers	53,000	Gardening & Patio Buyers	30,000
Gift Buyers	57,000	Big & Tall Buyers	12,000
Health & Beauty Buyers	63,000	Children's Product Buyers	28,000



**Figis** Est. 1944  
**Gallery**  
 Home and Gifts  
 February 2020 20L142U

Nostalgia Electrics '50s-Style 3-in-1 Breakfast Station page 46

Elite 12-pc. Stainless Steel Bowl Set page 42

Indoor Smokeless BBQ Grill page 45

**No-Interest Credit**  
with credit approval — see order form for credit details

**YOUR Credit IS Pre-Approved!**

1-800-464-6069 • FigisGallery.com

**Figis**<sup>®</sup> Est. 1944

Figis<sup>®</sup> Gallery makes life easier with great values and fun and functional items for the home, friends and family. Buyers shop from home decor, bedding, housewares, jewelry, garden accents, apparel, collectibles, gifts, and more. The average unit of sale is \$130.

**Counts:**

45,000 Last 3 Month Buyers  
 124,000 Last 12 Month Buyers  
*Fundraising/Publishing \$65/M*  
*Food Rate \$75/M*

**Demographics:**

75% Female  
 Average Income: \$40,000  
 Age Range: 45-65

**Selects Include:**

- Age
- Child Age
- Deferred Credit
- Dollar
- Ethnicity
- Gender/Sex
- Income
- Lifestyle
- Multibuyer
- Product

**Figis Gallery Home and Gifts Blow-In Program**

10,067,596 Catalogs Annually \$35/M

**Continuation Usage Includes:**

- Carol Wright • Dr. Leonard's Healthcare
- Feelgood Store • Harriet Carter Gifts
- Healthy Living • Publishers Clearing House





# Auditions®

Auditions delivers a full range of shoes in sizes (4 to 16), narrow & wide widths (AAAA to EEEE), plus more than 700 styles from quality name brands such as Soft Walk, Easy Spirit, New Balance, Ros Hommerson, Trotters, Naturalizer, and many more! The average unit of sale is \$87.

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### Counts:

16,000 Last 3 Month Buyers  
 64,000 Last 12 Month Buyers  
*Fundraising/Publishing \$65/M*  
*Food Rate \$75/M*

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### Demographics:

90% Female  
 Average Income: \$50,000  
 Average Age: 65

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### Selects Include:

- Age
- Child Age
- Dollar
- Ethnicity
- Gender/Sex
- Income
- Lifestyle
- Multibuyer
- Product

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### Product Selects Include:

- Athletic
- Casual
- Dress
- Outdoor
- Size & Width

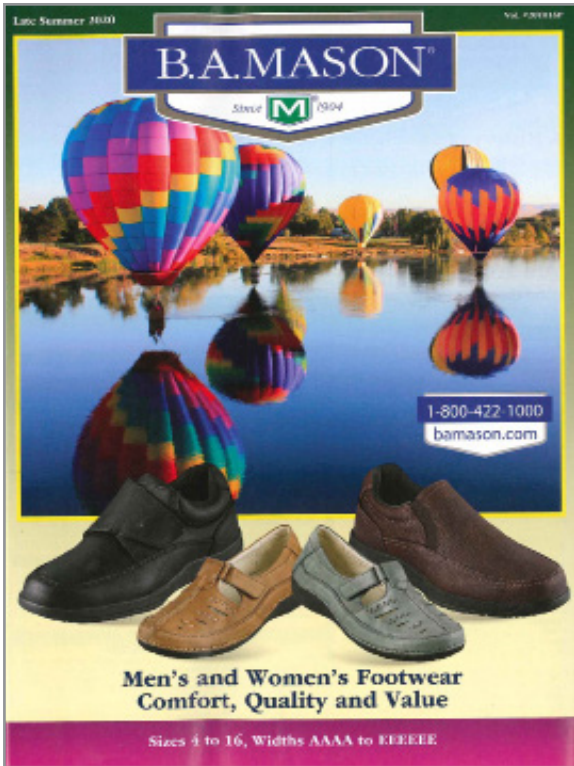
### Continuation Usage Includes:

Appleseed's • Blair • Coldwater Creek •  
 Draper's & Damon's • Feelgood Store •  
 Harriet Carter • National (formerly National  
 Wholesale) • Old Pueblo Traders • Roaman's  
 • The Tog Shop • Touch of Class • Vermont  
 Country Store

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### Auditions Blow-In Program

3,841,855 Catalogs Annually \$35/M



The B.A. Mason catalog contains more than 350 styles for men and women. Styles include leather dress shoes, western boots, work shoes with guaranteed soles, Fin & Feather® sporting boots, sandals, service shoes, steel toe footwear, shoes with Velcro® straps, and WALKABOUT® walking shoes. The average unit of sale is \$87.

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**Counts:**

11,000 Last 3 Month Buyers  
 45,000 Last 12 Month Buyers  
*Fundraising/Publishing \$65/M*  
*Food Rate \$75/M*

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**Demographics:**

32% Female  
 60% Male  
 Average Income: \$40,000  
 Average Age: 65

**Continuation Usage Includes:**

Blair • Dr. Leonard's Healthcare • Haband  
 • Harriet Carter

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**Selects Include:**

- Age
- Child Age
- Dollar
- Ethnicity
- Gender/Sex
- Income
- Lifestyle
- Multibuyer
- Product

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**Product Selects Include:**

- Athletic
- Casual
- Dress
- Outdoor
- Size & Width
- Work

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**B.A. Mason Blow-In Program**

3,103,193 Catalogs Annually \$35/M



# ShoeMall<sup>®</sup>Com

From glittering stilettos and classic, comfortable walking shoes to the latest in apparel and accessories, ShoeMall meets the needs of every buyer. The average unit of sale is \$60.

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### Counts:

161,000 Last 3 Month Buyers

568,000 Last 12 Month Buyers

*Fundraising/Publishing Mailers \$25/M*

### Marketing Genetics Enhanced:

36,000 Last 3 Month Catalog Buyers

69,000 Last 6 Month Catalog Buyers

127,000 Last 12 Month Catalog Buyers

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### Demographics:

• 61% Female

• 20% Male

• Average Age: 50

• Average Income: \$70,000

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### Selects Include:

- Age
- Child Age
- Dollar
- Ethnicity
- Gender/Sex
- Income
- Lifestyle
- Multibuyer
- Product

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### Product Selects Include:

- Athletic
- Casual
- Jewelry/Bags/Accessories
- Size & Width
- Outdoor



Also available for a limited time:



57,000 10/18 - 12/18 Buyers

72,000 05/18 - 02/19 Buyers



280,000 10/18 - 12/18 Buyers

321,000 05/18 - 02/19 Buyers

**Combined Usage Includes:**

Carol Wright • Dr. Leonard's Healthcare • Hale Groves • Hewitts Meat Processing Inc. •

New Braunfels Smokehouse (t) • Sees Candies (t)



Both catalogs ceased mailing in early 2019.

# Mason Companies Enhanced Masterfile

Mason Companies, Inc. is a family-owned, multi-channel retailer that has been in business for more than 115 years. They own and operate 10 businesses that sell everything from shoes and apparel to bedding and electronics through their e-commerce websites and direct mail catalogs, with some businesses offering their own proprietary credit payment option.

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## Counts:

651,000 Last 3 Month Buyers  
1,956,000 Enhanced Buyers  
*Fundraising/Publishing/  
Insurance Mailers \$65/M  
Food Rate \$75/M*

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## Demographics:

20% Male  
70% Female  
Average Income: \$50,000  
Average Age: 55

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## Selects Include:

- Age
- Child Age
- Credit Program
- Dollar
- Ethnicity
- Gender/Sex
- Income
- Lifestyle
- Multibuyer
- Product

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## Additional 12 Month Counts:

Health Contributor	388,000	Collectibles	148,000
Environmental Contributor	172,000	Cooking	212,000
Spanish Speaking	86,000	Travel	557,000
African American	326,000	Cat Owner	129,000
Hispanic	120,000	Dog Owner	177,000
Catholic	391,000	Pet Owner	285,000
Health/Diet	265,000	Magazine Subscriber/Survey/Sweeps	299,000
Health/Fitness	589,000	Adult Age 50+	1,333,000
Bible	73,000	Adult Age 65+	807,000

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## Continuation Usage Includes:

Blair • Custom Missions • Fresh Finds • Harriet Carter Gifts • Highlights for Children • HomeServe USA • Innovative After Market Systems • KingSize • Operation Smle • Priests of the Sacred Heart • Salesian Missions • SmartEnergy • Wise and Well • and many more insurance and nonprofit mailers

## Mason Companies Modeling Masterfile

The Mason Companies Modeling Masterfile uses selected enhancement data and Mason house variables as predictors to create the model. By identifying your best customers with their unique characteristics and matching them to Mason customers, you can significantly increase response.

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## Mason Companies Apogee Enhanced Masterfile

Pinpoint the Mason Companies Masterfile donors who are ready for your appeal via category/affinity selects, philanthropic RFM variables, etc.

Apogee, Data Axle's nonprofit co-operative database, serves all nonprofit sectors and contains data from over 30 million philanthropic households and over 1 billion donations. *Exclusively for Apogee members.*

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## Mason Companies Wiland Direct Modeled File

Wiland Direct members can apply their models to Mason Companies, Inc. names to connect with their ideal customer type for the highest rate of response. This opportunity is open to any participant in the Wiland Direct database.

Names selected from a client's model will be net of the client's housefile as well as any other prospect names selected at Wiland, allowing for incremental names to be applied in the merge.

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## Mason Companies TargetReady Modeled File

TargetReady Models® have been applied to this file, utilizing a full array of Data Axle data. Every possible variable was used to capture demographic, lifestyle and census data with specific categories selected based on consumer behavior and attitudes.

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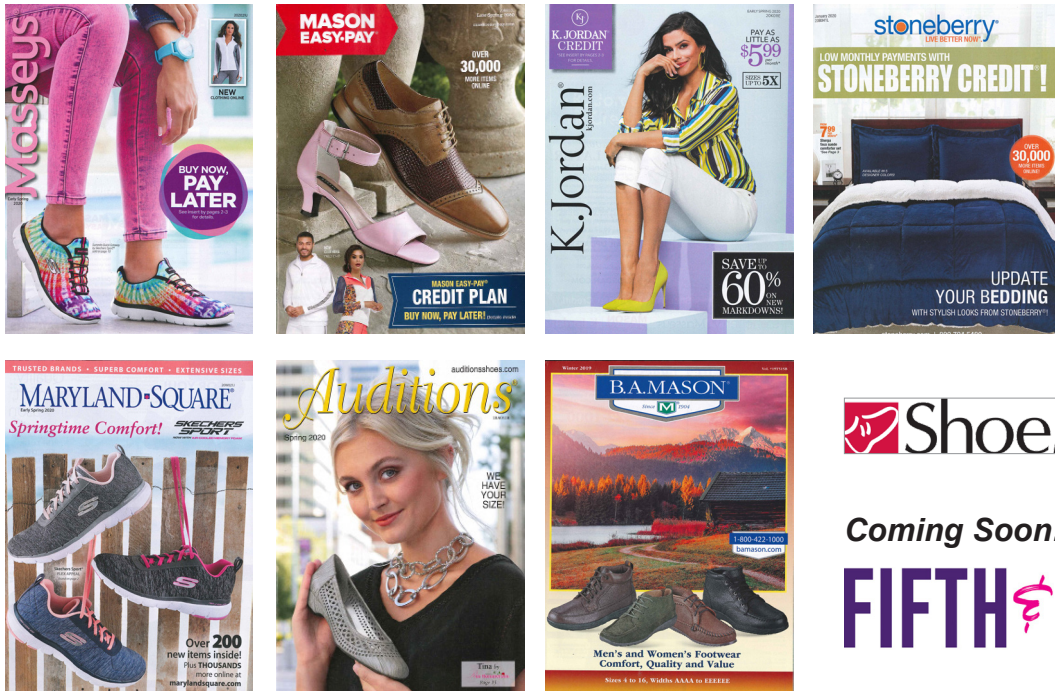
## Mason Companies Transactional Data

Data Axle Transactional Data allows you to select consumer catalog and online transactional purchases by Product Category, Channel, Number of Transactions, and Purchase Dollar Amount. Reach proven buyers who have made recent purchases in your category from a wide variety of catalogs, retail stores and websites.

(12 month counts shown)

Housewares/Furnishings Product Buyers	289,000	Home Décor Product Buyers	362,000
Gift Product Buyers	275,000	Health & Beauty Product Buyers	302,000
Men's Apparel Product Buyers	352,000	Food Product Buyers	232,000





For more information on the Mason Companies properties,  
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