

Beauty and Cosmetic Product Buyers

283,400 Last 12 Month Buyers
32,400 with E-mail Addresses

Description: This group of female consumers has purchased beauty products, accessories and cosmetic must-haves via specialty catalogs and the Internet. They are always on the lookout for their make-up favorites and are interested in the newest beauty solutions, tips and trends. Purchases include everything from new lip gloss to perfume and facial masks. Create a personal connection with your new prospects. Reach these buyers through direct mail, e-mail marketing and/or telephone contact. Monthly hotline available.



Selections include: Income, Age, Credit Card, Lifestyle Interest, Recency, Frequency, Dollar Amount, and E-mail Address

Ideal prospects for: Book and Magazine Subscriptions, Specialty Catalogs, Women's Apparel, Cosmetic and Skin Care Products, Spa Services, Salon Offers, and Seasonal Beauty Promotions

BASE (includes all selects) \$80/M

MATERIAL CHARGES

E-mail \$50/F

ADDITIONAL SELECTION CHARGES

| | |
|----------------|--------|
| SCF | \$5/M |
| State | \$5/M |
| Zip Code | \$5/M |
| Run Charges | \$8/M |
| E-mail Address | \$85/M |
| Deployment | \$10/M |

Minimum Postal Order: 5,000

Minimum E-mail Order: 20,000

Net Name Policy: Please Inquire

Rental Price is for one time usage

Update Schedule: April 2010

For all inquiries, counts and orders please contact:
Marketing Department
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