

Children's Apparel Buyers 530,630 Last 12 Month Buyers 185,215 with E-mail Addresses

Description: Target known buyers of children's clothing and apparel. These women have children and have purchased children's apparel within the last twelve months either through direct mail or the Internet. Whatever the season, these moms want to make sure their kids look great in all the latest children's fashions. From laid back summer clothes to playground classics, these kids always look stylish.



As back to school shopping approaches be the first to reach these known buyers of children's apparel with the latest new clothing, accessories, and fashion for the new school year! Reach these buyers through direct mail, e-mail marketing, and/or telephone. Monthly hotline available.

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

Ideal prospects for: Apparel Magazines and Catalogs, Children's Subscriptions, Specialty Catalogs, and Retail Offers

For all inquiries, counts and orders please contact:
Marketing Department
solutions@datalinedata.com

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: June 2010