

Men's Clothing and Accessory Buyers

389,300 Last 12 Month Buyers
67,300 with E-mail Addresses

Description: This group of catalog and on-line buyers has purchased men's clothing and accessories within the last 12 months. With a wide variety of styles, sizes and brands to choose from, finding just the right look has never been more convenient. Purchases include: business casual wear, casual attire, sports wear, shoes, coats, hats, socks, pajamas, undergarments, bathing suits and belts. While male buyers make up 45% of these consumers, women are still a powerful driving force behind many of these purchases. Reach this segment via direct mail, e-mail marketing and/or telephone. Monthly hotline available.

Last 12 month buyers, male: 173,100
Last 12 month buyers, female: 216,700



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

Ideal prospects for: Men's Clothing and Accessory Catalogs, Magazine Subscriptions, Health and Fitness Offers, Sports Gear, Business Attire, Gifts, and Outerwear

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
solutions@datalinedata.com