

Men's Big & Tall Apparel Buyers 427,900 Last 12 Month Buyers 72,200 with E-mail Addresses

Description: This group of burly buyers has purchased the latest looks in men's big and tall apparel. Unwilling to sacrifice fashion or fit, these consumers have a history of buying apparel items including casual wear, business wear, outerwear, active wear and footwear. Purchasing their attire through specialty catalogs and the internet gives these buyers the means to easily locate those traditionally hard-to-find sizes. Reach this collection of consumers through direct mail, e-mail marketing or telephone contact. Monthly hotline available.

Last 6 Mos. Buyers	258,000
Last 12 Mos. Buyers, Age 65+	149,600



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

Ideal prospects for: Men's Big & Tall Catalog and Apparel Offers, Sports Gear, Outerwear, Footwear, and Business Attire

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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