

## Teen Apparel Buyers 567,900 Last 12 Month Buyers 93,800 with E-mail Addresses

**Description:** Target known buyers of teenage clothing and apparel. These buyers have purchased teen apparel within the last twelve months either through direct mail or the Internet. These teenagers love looking good, and from clothing to accessories are always up on the latest teen fashions. Help keep these trendsetters ahead of the pack with the hottest new clothing styles and latest general apparel! From shoes, to hats, to accessories—they can't get enough! While these teens are well dressed for any season, they love showing off their new clothes come September. Reach the buying power of the tween to teen market, and help them make sure these teens look their best in their new back to school clothes! 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, Teen Subscriptions, Teen Magazines, and Retail Offers

**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**

**For all inquiries, counts and orders please contact:**

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