

Women's Apparel and Accessory Buyers 483,400 Last 12 Month Buyers 91,700 with E-mail Addresses

Description: These savvy shoppers are interested in all the latest fashions, styles and trends. Looking their best has never been easier! Shopping via catalog and the Internet enables these busy women to find the right style, size and fit...day or night. Buyers in this group have made purchases in the last 12 months for women's clothing and accessories. Purchases include: business and casual wear, sport and swim wear, pajamas and lingerie, handbags, hats, coats, shoes, and jewelry. Whether purchasing for themselves or picking out the perfect gift, these highly responsive women buy. Reach them 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: Women's Clothing and Accessory Catalogs, Magazine Subscriptions, Active Wear, Jewelry and Handbags, Gifts, Outerwear, and Cosmetics

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