

Women's Full Figure Apparel Buyers

466,900 Last 12 Month Buyers
84,200 with E-mail Addresses

Description: This shapely segment is interested in all the latest "must haves" and "new arrivals." It is all about finding the right fit at the right price. Shopping by catalog, mail and online enables these full figured apparel buyers to keep up on the latest fashion trends, get up to date fashion tips and shop for the latest looks. Reach this group of plus size women by direct mail, e-mail marketing and/or telephone contact. Monthly hotline available.

12 Month Buyers, Age 50+ 297,300



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

Ideal prospects for: Women's Plus Size Catalog and Apparel Offers, Active Wear, Shoes and Handbags, Cosmetics, and Magazine Subscriptions

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