

Women's Petite Apparel and Accessory Buyers 353,600 Last 12 Month Buyers 33,800 with E-mail Addresses

Description: These buyers have purchased the latest petite fashions and clothing via the Internet, specialty catalogs, and/or direct mail. These women are interested in the latest fashion trends and most current clothing styles to flatter their petite figures. Buyers in this group have made purchases up to 500 dollars in the past 12 months for women's petite casual clothing, business wear, outerwear, and intimate apparel. Whether through catalogs or the Internet, these women love finding the just the right clothes and accessories to fit their petite proportions. Reach these buyers through direct mail, e-mail marketing and/or telephone contact. Monthly hotline available.



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

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

For all inquiries, counts and orders please contact:
Marketing Department
solutions@datalinedata.com

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: May 2010