



American Transactional Buyers: Womens Clothing

Buyers of womens clothing

DESCRIPTION

This file allows you to target buyers of womens clothing by the item that they purchased. These buyers like to look good and love new clothes. There are almost 50 different clothing items and can not all be listed here. These buyers spent close to 10 billion dollars in the last 12 months. These prospects are special because they are all BUYERS!!! Unlike files that are filled with survey responders promising an "interest" in the household, the consumers in this file have all made a transaction recently.

Sources:

100% Transactional

Updated:

Monthly

ADDITIONAL NOTES

- Minimum order of 5,000 records.
- E-mail Campaigns minimum order of 15,000 records.
- Cancellation Charges \$100.00 Flat before the mail date. After mail date due in full.
- Please inquire for Net Name Arrangements & Re-Uses.
- 20% Brokers Commission applies where applicable.
- All prices subject to change without notice.

SPECIAL INSTRUCTIONS

-Sample mail piece or telemarketing script required for approval.

CONTACT INFORMATION

Marge Messenger
Account Executive
3126 Peach Street
Erie, PA 16508
Toll Free 1-800-723-5478
Phone: 814-459-8787
Fax: 814-459-1398
MargeM@paramountlists.com
www.paramountlists.com

SEGMENTS

SEGMENTS	QUANTITY	COST
Database	205,166,107	\$95.00 /M
Telemarketing	71,808,137	\$+15.00 /M
Hotline	7,452,907	\$+10.00 /M
Maternity	31,995	\$+10.00 /M
Fragrances	106,982	\$+10.00 /M
Formal Wear	561,940	\$+10.00 /M
Rainwear	718,653	\$+10.00 /M
Wigs	1,043,729	\$+10.00 /M
Gloves	1,966,236	\$+10.00 /M
Pant Suits	2,230,380	\$+10.00 /M
Hats	2,718,732	\$+10.00 /M
Activewear	5,134,133	\$+10.00 /M
Swimwear	4,298,263	\$+10.00 /M
Purses	5,029,557	\$+10.00 /M
Jeans	5,656,444	\$+10.00 /M
Socks/Hosiery	6,386,766	\$+10.00 /M
Skirts	7,107,595	\$+10.00 /M
Dresses	8,769,120	\$+10.00 /M
Tall Sizes	3,225,051	\$+10.00 /M
Petite Sizes	8,748,035	\$+10.00 /M
Large Sizes	11,330,034	\$+10.00 /M

SELECTS

Age	\$10.00 /M
Income	\$10.00 /M
Gender	\$10.00 /M
Homeowner	\$10.00 /M
Marital Status	\$10.00 /M
Month of Transaction	\$10.00 /M
Amount of Transaction	\$10.00 /M

ADDITIONAL SELECTS

Geography	\$10.00 /M
Run Charges	\$10.00 /M
Zip+4	\$10.00 /M
Keying	\$10.00 /M
Key Coding	\$10.00 /M

ADDRESSING

3X5 Cards	\$15.00 /M
8 1/2X11 Paper	\$10.00 /M
P/S Labels	\$10.00 /M
Cheshire Labels	\$10.00 /M
Email	\$50.00 Flat
CDROM	\$75.00 Flat
FTP Site	\$50.00 Flat