

FASHION & ACCESSORIES

4,568,996	MASTERFILE		\$60.00/M	
4,165,576	WOMEN'S APPAREL	ADD	\$10.00/M	
206,833	WOMEN'S PLUS SIZE	ADD	\$10.00/M	GENDER: 53% FEMALE
1,360,521	MEN'S APPAREL	ADD	\$10.00/M	CAN SELECT
43,953	MEN'S BIG & TALL	ADD	\$10.00/M	
47,624	JEWELRY & ACCESSORIES	ADD	\$10.00/M	ADDRESSING:
	EMAIL ADDRESSES	INQUIRE		SEE SELECTIONS

REACH FASHION CONSCIENCE MEN AND WOMEN THAT STRIVE TO MAKE A GOOD APPEARANCE EVERY DAY. THEY REGULARLY PURCHASE NAME BRAND CLOTHING AND THE LATEST LOGO'D APPAREL ITEMS. THEY SUBSCRIBE TO FASHION AND BEAUTY MAGAZINES TO STAY INFORMED OF THE LATEST HOLLYWOOD FASHION TRENDS. WITH AN AVERAGE AGE OF 44 AND AN AVERAGE INCOME OF \$48,000, THESE SHOPPERS WEAR NOTHING BUT THE BEST IN CHOICE FABRICS AND DESIGNER DUDS.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: FEBRUARY 2012

NEXT: AUGUST 2012

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M:

AGE	MARITAL STATUS
TRAVELLER	LENGTH OF RESIDENCE
HOMEOWNER	COMPUTER OWNER
ELECTRONICS OWNER	HOME VALUE
INVESTOR	INCOME

LIFESTYLE SELECTIONS AVAILABLE AT \$15/M:

COMPUTER OWNER (BY TYPE)	CHILD'S AGE OR GENDER
HOBBIES (BY TYPE)	CREDIT CARD (BY TYPE)
COLLECTIBLES (BY TYPE)	INVESTMENTS (BY TYPE)
OWN SPA, POOL, HOT TUB	OCCUPATION (BY TYPE)
MUSIC PREFERENCE (BY TYPE)	SPORTS INTEREST
DONORS (BY CONCERN)	TRAVEL (BY TYPE)

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
DEMOGRAPHIC SELECTIONS	\$10.00/M
LIFESTYLE SELECTIONS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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