

## Reach American Petite Apparel Buyers



The American Petite Apparel Buyers file is comprised of women who shop in petite departments, as well as specialty retailers which offer petite size clothing.

Segments	Price
Email	\$100.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$125.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

### Description

The **American Petite Apparel Buyers File** is comprised of women who shop in petite departments, as well as specialty retailers online, via catalogue and in-store, which offer petite size clothing. These women seek fashionable options available in petite sizes for all categories including casual apparel, professional clothing, sportswear, evening dresses, jackets and outerwear, pajamas and intimate apparel, swimwear, and much more.

Shopping related selects include luxury brand buyers, discount buyers, suits and business attire, vacation and beach wear, fashion trends, and other related categories. Demographic selects include age, income, family status, ethnicity, education, presence of children, homeowner, occupation and geographic targeting, in addition to detailed interest and lifestyle selects that drive clothing purchase.

This file is ideal for offers pertaining to clothing, footwear and accessories available in petite sizes, outlet centers, online discount retailers, fashion sites and blogs, fashion related social media and membership sites, catalog retailers, coupons, accessories, beauty products, magazines, spa and salon services, and much more.

### Contact Us For More Information

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<b>ID Number</b>	331314
<b>Universe</b>	4,277,689
<b>List Type</b>	Consumer
<b>Source</b>	Internet Opt-in e-mail
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	02/22/2012
Counts through	01/18/2013

Selects	
Age	No charge
Apparel Select	No charge
Catalog Buyers	No charge
Ethnicity	No charge
Education	No charge
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Mail Order Buyer	No charge
Marital Status	No charge
Monthly Hotline	No charge
Occupation	No charge
Online Buyer	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge

**Geography** Domestic (US)

Addressing	
ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES -	500.00 /F

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 Targeted, Effective Results!

