

## Reach American Plus Size Female Apparel Buyers



The American Plus Size Female Apparel Buyers file is comprised of women who shop in plus size stores offering clothing sizes ranging from size 14 to size 28 and up.

| 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 Plus Size Female Apparel Buyers File** is comprised of women who shop in plus size specialty stores, outlets or departments tailored toward offering clothing sizes ranging from size 14 to size 28 and up. These women seek fashionable options in all sizing and refuse to sacrifice a sense of style with limited clothing sizes. These buyers have expressed in interest in various apparel categories including tops, sweaters, pants and jeans, professional clothing, casual clothing, 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 women's plus size retailers of all types of apparel, outlets and discount products, online retailers, 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>               | 331311                    |
| <b>Universe</b>                | 14,319,145                |
| <b>List Type</b>               | Consumer                  |
| <b>Source</b>                  | Internet<br>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                |
| <b>Selects</b>                 |                           |
| Age                            | No charge                 |
| Apparel Select                 | No charge                 |
| Catalog Buyers                 | No charge                 |
| Ethnicity                      | No charge                 |
| Gender                         | No charge                 |
| Homeowner                      | No charge                 |
| Household Income               | No charge                 |
| Income                         | No charge                 |
| Lifestyle Interest             | 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                 |
| <b>Geography</b>               | Domestic (US)             |
| <b>Addressing</b>              |                           |
| 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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