

## Reach American Big and Tall Apparel Buyers



The American Big and Tall Apparel Buyers file is comprised of consumers who shop for clothing for individuals who are above average height and size.

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 Big and Tall Apparel Buyers File** is comprised of consumers who shop in specialty stores, outlets or departments tailored toward offering clothing sizes for individuals who are above average height and size. These individuals shop online, in-store, and via catalogue to seek out retailers who offer the clothing sizes and lengths that fit them, especially considering that these sizes are difficult to come by, which make these buyers highly responsive to offers for big and tall apparel.

Shopping related selects include women's apparel, men's apparel, sportswear, business apparel, interests in fashion trends, footwear, luxury buyers, discount buyers and more. Demographic selects include age, gender, income, family status, ethnicity, education, family status, homeowner, occupation and geographic targeting, in addition to detailed interest and lifestyle selects.

This file is ideal for offers pertaining to men's and women's big and tall clothing, footwear, casual clothing, suits and business attire, lingerie, outerwear, seasonal fashion, online retailers of big and tall clothing, department stores and outlets, catalogs, coupons, and much more.

### Contact Us For More Information

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<b>ID Number</b>	331295
<b>Universe</b>	3,572,518
<b>List Type</b>	Consumer
<b>Source</b>	Internet, Opt-in
<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
Gender	No charge
Education	No charge
Ethnicity	No charge
Family Status	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)
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#### 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

> **Targeted, Effective Results!**  
Targeted, Effective Results!

