

Apparel Buyers



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Total Universe: 35,499,204

Base Rate: \$85.00/M

Description Summary

Being successful looks good on you! Apparel and clothing buyers are fashion-aware consumers who want trendy clothing for many types of settings, including professional, educational, and leisure. Whether they are looking for affordable clothing options, or have the disposable income for high-end labels, these consumers want to look and feel their best in the clothes they purchase. Consumers included in this list buy apparel for men, women, business professionals, teens, expectant mothers, sports fans, big and tall men, children, toddlers, and babies. You can trust that our data is accurate, as it is updated monthly to ensure our customers have the data they need.

How Our Data Is Compiled

Our Apparel Buyers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- In 2016, store-based retail was valued at approximately \$292 billion in the U.S.
- In 2017, the apparel e-commerce market was \$68 billion

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: fashion and lifestyle publications, clothing retailers and wholesalers, footwear providers, fragrance retailers, beauty and personal care providers, children and baby product supplies, department stores, and travel coordinators.

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Dwelling Type
Language Spoken

Ethnicity
Income
Net Worth
Hobbies & Interests
Vehicle Type

Occupation
Marital Status
Presence of Children
Buying Habits

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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