

# DESIGNER COSMETICS & BEAUTY PRODUCT BUYERS

## Health, Beauty

### FILE DESCRIPTION

The individuals in this file love all things beauty and cosmetics and have signed up for exclusive discounts on designer cosmetics and beauty products online. They can't pass up a good deal on high-end beauty products! Anti-aging products are especially appealing, as their average age is 51. Their average household income is \$55,000.

### FILE BREAKDOWN

316,142	Last 6 Months	\$115.00/M
305,546	Last 3 Months	\$+5.00/M
117,608	Last 1 Month	\$+10.00/M

Minimum Order: Postal 5,000; Email 10,000

### PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Transmission Fee	\$40.00/M

### EMAIL BROADCAST CHARGES

Email Address	\$160.00/M
Splits - First Pair	\$100.00/F
Each Additional Split	\$75.00/F
Suppression File	\$5.00/M or \$250 min
Test - First 2	No Charge
Each Additional Test	\$100.00/F

### HOME/MORTGAGE SELECTIONS

Credit Grade	\$7.00/M
Home Loan Type	\$7.00/M
Home Value	\$7.00/M
Interest Rate	\$7.00/M
Loan Amount	\$7.00/M
Loan Term	\$7.00/M
Mortgage Balance	\$7.00/M

### SELECTIONS AVAILABLE

Age	\$7.00/M
Donors	\$7.00/M
Ethnicity	\$7.00/M
Gender	\$7.00/M
Health & Wellness	\$7.00/M
Hobbies/Interests	\$7.00/M
Home/Mortgage	\$7.00/M
Household	\$7.00/M
Income	\$10.00/M
Investment Type	\$7.00/M
KeyCode	\$2.00/M
Language	\$10.00/M
Lifestyle/Life Change Event	\$7.00/M
Marital Status	\$10.00/M
Occupation	\$7.00/M
Political Affiliation	\$7.00/M
Presence of Children	\$7.00/M
Religious Affiliation	\$10.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$100.00/M
Zip/SCF/State	\$7.00/M

## Postal, Telephone, Email

### PROFILE

GENDER:	56% Female
	43% Male
AVG AGE:	51
AVG HHI:	\$55,000

### SOURCE

Internet Direct Response

### RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

### CONTACT

For more information, contact:

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# Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



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