

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

43600S

APPAREL & FASHION TO EXPRESS YOURSELF

"Clothes make the Man and the Lady"! How we dress often says a lot about who we are. This list is perfect for a direct mail campaign where you want to reach out to consumers who express themselves through apparel & fashion. This targeted market of fashion experts subscribe to fashion magazines, shop online and look for the hottest sales. These consumers are avid shoppers who love to look their best for any occasion keeping up with today's trends and styles. This file offers men, women, teens and children's apparel that have been sourced from printed and online surveys. Reach out to apparel & fashion conscious buyers who are mail responsive prospects that would welcome your catalog, publishing or other consumer offer. The counts listed reflect a 6 month recency.

Total Database - 2,404,255

Available Selects \$5/M

Bling/Accessories	539,289
Children's Apparel	549,888
Men's Apparel	567,900
Men's Latest Fashions	181,572
Petite Size Apparel	123,811
Plus Size Apparel	167,933
Shoes	317,802
Teens Fashions	431,032
Women's Apparel	367,352
Women's Latest Fashions	188,076

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome

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