

FEMALE ORIENTED PRODUCTS

5,215,187	Female Oriented Products	\$55.00/M
1,168,496	Retail Shoppers	+10.00/M
3,168,021	Catalog Shoppers	+10.00/M
1,045,911	Online Shoppers	+20.00/M

List Description

68% of all catalog shoppers are women who take advantage of the benefits of shopping from home or office. These women, between the ages of 25-54, are inclined to read fashion magazines and often purchase clothes, cosmetics, jewelry and other female oriented products from catalogs. They appreciate the convenience and the fact that catalogs generally offer a broader range of styles, colors and sizes than they would possibly find in any one retail location or boutique. Many of these women are married with children and are likely to buy through the mail not only for themselves but also for their spouses and kids. Target these women for fashion, jewelry, beauty products, home furnishings, subscriptions, travel offers, investments, music/video/book clubs, credit card offers, etc. **Source: demographics, mail order buyer data, psychographics, census data, modeled data, new mover data and transactional data.**

Additional Selections

State, Zip, SCF	\$5.00/M	Dieters	15.00/M
Zip + 4	6.50/M	Bankcard Holders	10.00/M
Age	6.00/M	Sweepstakes Entrants	15.00/M
Income	6.00/M	MOB By Category	10.00/M
Homeowners	5.00/M	Investors	15.00/M
Children	5.00/M	Travelers	15.00/M
Pet Owners	10.00/M	Retail Shoppers (By type of store)	15.00/M
Health & Natural Food Buyers	15.00/M	Running Charges	6.50/M
Book Buyers	10.00/M	Ftp Fee	50.00
Magazine Buyers	10.00/M	E-mail Fee	50.00
Personal Beauty Care Product Buyers	15.00/M	Cartridge Fee	25.00

All data have been verified and recorded, but we cannot guarantee 029accuracy or mailing results. FOCUS USA is a trademark.

Please inquire about Customer Profiling, Modeling & Customer Re-Activation Analyses.



FOCUS USA
 2 University Plaza, Suite 500, Hackensack, New Jersey 07601-6222
 Tel: (201) 489-2525 Fax: (201) 489-4499
 E-mail: info@focus-usa-1.com
www.focus-usa-1.com

