

**Shoppers World - Apparel Buyers**

A listing of consumers by the type of apparel purchased in the last 12 months. 30% BROKER COMMISSION!

**SEGMENTS**

<b>30,579,250</b>	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
<b>14,311,219</b>	Last 6 Month Buyers	\$5/M
<b>7,031,143</b>	Last 3 Month Buyers	\$10/M
<b>2,141,645</b>	Last 1 Month Buyers	\$15/M
<b>11,942,003</b>	Women's Apparel Buyers	\$15/M
<b>1,185,946</b>	Petite Women's Apparel Buyers	\$15/M
<b>4,220,584</b>	Plus Size Women's Apparel Buyers	\$15/M
<b>3,186,707</b>	Young Women's Apparel Buyers	\$15/M
<b>4,814,705</b>	Men's Apparel Buyers	\$15/M
<b>891,192</b>	Big & Tall Men's Apparel Buyers	\$15/M
<b>1,423,519</b>	Young Men's Apparel Buyers	\$15/M
<b>1,851,797</b>	Children's Apparel Buyers	\$15/M
<b>1,062,797</b>	Infant & Toddler's Apparel Buyers	\$15/M

**ID NUMBERS**

MANAGER	
NEXTMARK ID	<b>393972</b>
MIN ID	
SRDS ID	

**MEDIA TYPE**

Consumer	
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**SOURCE**

Multi Sourced. Buyers, Compiled lists

**GEOGRAPHY**

United States

**OPT-IN**

**MAINTENANCE**

MARKET ENTRY	<b>10/01/2013</b>
NEW TO MANAGER	<b>10/01/2013</b>
COUNTS THROUGH	<b>09/01/2014</b>

**DATA CARD MAINTENANCE**

NEW TO SYSTEM	<b>10/01/2013</b>
LAST UPDATE	<b>09/10/2014</b>
NEXT UPDATE	<b>12/31/2014</b>
UPDATE FREQUENCY	<b>Quarterly</b>

**DESCRIPTION**

'Shoppers World- Apparel Buyers' provides an essential resource, allowing marketers to target consumers by clothing type purchased in the last 12 months. The best way to find potential customers is to market to those who have bought similar products before. By choosing specific apparel types, it is possible to pinpoint an exact market based on actual purchase history. Enhanced with numerous other selections such as homeowner/renter, income, ethnicity, lifestyle/interests, presence & age of children, marital status and more, 'Shoppers World- Apparel Buyers' offers unrivaled access to consumer purchasing data.

**PROFILE**

**SELECTS**

1 MONTH HOTLINE	\$15/M
3 MONTH HOTLINE	\$10/M
6 MONTH HOTLINE	\$5/M
AGE	\$7/M
AGE OF CHILDREN	\$15/M
DWELLING TYPE	\$10/M
Education	\$15/M
ETHNICITY	\$15/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
HOME OWNER/RENTER	\$15/M
INCOME SELECT	\$7/M
LENGTH OF RESIDENCE	\$15/M
LIFESTYLE SELECT	\$15/M
MARITAL STATUS	\$10/M
Net Worth	\$25/M
NUMBER OF CHILDREN	\$15/M
PRESENCE OF CHILDREN	\$10/M
SCF	\$5/M
STATE	\$5/M
ZIP	\$5/M

**MANAGER**

Datamatrix Lists  
<http://www.datamatrixlists.com>

**GENDER**

MALE	<b>50%</b>
FEMALE	<b>50%</b>

**AVERAGE INCOME**

VALUE	<b>65,000</b>
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**MINIMUM ORDER**

MINIMUM QUANTITY	<b>3,000</b>
MINIMUM PRICE	<b>\$250</b>

**COMMISSIONS**

BROKER	30%
AGENCY	15%

**NET NAME ARRANGEMENTS**

**NET NAME IS ALLOWED**

FLOOR	<b>85</b>
MINIMUM QUANTITY	<b>25,000</b>
RUN CHARGES	\$10/M

**EXCHANGES**

**EXCHANGE IS NOT ALLOWED**

**REUSE**

**REUSE IS ALLOWED**

MINIMUM QUANTITY	<b>0</b>
RUN CHARGE	\$0/M

**CANCELLATION**

CHARGES	\$0/M
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**KEY CODING**

**KEY CODING IS AVAILABLE**

CHARGES	\$3/M
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**ADDRESSING**

FTP	\$75/F
EMAIL	\$50/F

**SPECIAL INSTRUCTIONS**

**CONTACTS**

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