

Beauty Gurus Mailing List

Total Universe: **21,05,060**

Base Rate: **\$65.00/M**

Description Summary

Give your marketing strategy a makeover and take advantage of the Beauty Gurus database. Reach millions of individuals buying everything from hairspray to nail files. These consumers are invested in buying products that will enhance their appearances and hygiene. This accurate, up-to-date mailing list provides postal, phone, and email data. Whether you are trying to reach professional beauticians or at-home beauty gurus, utilizing this database will contribute to your marketing strategy.

How Our Data is Compiled

Our Beauty Gurus 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

- ✓ The cosmetics market is an \$84 billion industry.
- ✓ There are approximately 1 million professional beauticians in the U.S.

Recommended Usage

This database is recommended for marketers such as cosmetics, hair salons, fashion and beauty magazines, catalogs, drug stores, makeup counters, nail salons, and many more.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Occupation
Income
Interests

Marital status
Ethnicity
Donors

Length of Residence
Presence of Children
Buying Habits

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