Plus Size Female Apparel Buyers

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **5,097.79**

Base Rate: **$75.00/M**

Description Summary

Are you trying to reach upscale, fashion-forward plus size women apparel buyers? Amerilist offers access to a complete list of trend-setting, fashion-forward plus size women. This mailing list is comprised of catalog and online buyers of plus size ladies fashion. Plus size fashion sales accounts for over 20 billion dollars annuity. Tap into this lucrative audience with your direct mail or email offers.

How Our Data is Compiled

Plus size female apparel buyers mailing list is compiled using multiple sources including online and offline, Lifestyle Questionnaires, Memberships, Internet/On-Line Surveys, Offline Surveys, Opt-in Email, Newsletters, Direct Response, Publications and Controlled Circulations. In-store and online purchases. This responsive list is enhanced with demographic and psychographic data for better segmentation.

Consider the Facts

- 57% of American women purchase at least some of their clothing in size 16 or above
- As of 2016, size 14 was the most common size worn by women in the US
- $20.4 Billion was generated in sales for plus-size clothing for in 2016

Recommended Usage

This list is ideal for any brand which is offering modern stylish plus-size woman apparel who is looking to tap into upscale women. In addition to fashion, these buyers are ideal targets for home furnishings, automotive, financial, beauty, gifts, credit cards, dating, fitness, weight loss, magazines and much more.

Sample Mail Piece Required

Inquire

Market Type
Consumers

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 canceld 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	Marital Status	Homeowners	Phone
Ethnicity	Buying Habits	Geography	Presence of Children
Household Income	Credit Score	Interests	Gender

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

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