

Beauty Gurus Mailing List

Total Universe: 2,105,060

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.

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Age
Gender
Occupation

Income
Geography
Hobbies

Buying Habits
Marital Status
Presence of Children

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