



AMERICA'S HEALTHCARE SELECT: COSMETOLOGIST MAIL ORDER BUYERS – 802,145

This highly responsive database reaches affluent healthcare and allied health care professionals who make up an active purchasing market. These Cosmetologists have made single or multiple purchase using both checks/money orders as well as credit cards. The availability of over 120 demographic and lifestyle selections gives you the ability to reach the exact segment you need from this wealthy audience.

These individuals are an excellent target audience for credit cards, personal apparel, periodicals, insurance, financial offers, vacations, and other consumer related offers as well as many professional offers such as continuing education and more.

See why Complete Medical Lists is *the* source for medical and allied health professionals:

- NCOA'd every six weeks and again the day your file ships... guaranteed!
- 50% telephone number coverage and DNC scrubbed every 30 days... guaranteed!
- Numerous household demographic and lifestyle selections (see next page)

Key Segments

802,145	Total Cosmetologist Mail Order Buyer	\$70.00 /M
403,891	Total with Telephone Numbers	+ 15.00/M
631,598	Total Multi-Buyers	+ 10.00/M
356,446	Total Credit Card Buyers	+ 10.00/M
515,233	Total Catalog Purchasers	+ 10.00/M
80,075	Total Internet Purchasers	+ 10.00/M

Segment Profile

Cosmetologist Mail Order Buyers are selectable by over 120 demographic and lifestyle selections including income, age, gender, and much more (see next page).

Selection Charges

Base Minimum	3,000 Names	Telephone Numbers	\$15/M	SCF/Zip Code	\$5/M
Commissions:	25%			Email/FTP	\$50/F
Cancellations:	\$50 Min. + \$8/M R/C			CD Rom	\$50/F
				Mag Tape	\$25/F
Net Name:	85% - 50,000 Min. - \$10/M Run Charges			P/S Labels	\$10/M

Terms & Conditions

Allow 1-3 working days to process order. Payment due 30 days from mail date. Cancellations after mail date are fully due. Net name arrangements negotiable. 25% commission to authorized brokers on base rate. Unlimited usage, 2x base/minimum plus selection and output material charges.

Contacts

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See other side for additional demographic and lifestyle selections



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Demographic and Lifestyle Selections

Demographics - \$5/M Additional EXCEPT where noted	Lifestyles - \$10/M Additional EXCEPT where noted	
Age Gender Marital Status Income # of Children Children by Age Presence of Children Education County Size Code Occupation Credit Cards Dwelling Type Homeowner / Renter Code Length of Residence Home Value - \$10/M Net Worth - \$15/M Income Producing Assets - \$15/M Prizm NE - \$15/M Psyche - \$20/M ConneXions - \$20/M Niches - \$15/M Religion - \$15/M Ethnicity - \$15/M	Buying Habits Mail Responder Mail Buyer Mail Donor Buying Medium Catalog Purchaser Internet Purchaser Retail Purchaser Interests Art/Antique collecting Avid book reading Bible/Devotional reading Casino Gambling Collectibles Contests/Sweepstakes Crafts Cultural/Art events Our Nation's Heritage Photography Sewing/Needlework Stamp/Coin collecting Electronics Cable TV viewing Home video recording Personal/home computer Pre-recorded videos Stereo/Records/Tapes/CDs Video games Other electronics Sports Extreme Sports Golf NASCAR enthusiast Skateboarding Snowboarding Snow skiing Soccer Tennis Watching sports on TV Power Sports Own a All Terrain Vehicle - \$15/M Own a Boat - \$15/M Own a Motorcycle - \$15/M Own a Personal Watercraft - \$15/M Own a Recreational Vehicle - \$15/M Own a Snowmobile - \$15/M Payment Method Credit Card Cash, check or money order	Travel Airline Club Cruise ship vacations Foreign travel Travel for business Travel for pleasure Travel in the USA Home Any pet (non-specific) Automotive work Dining/Home cooking Fashion clothing Gardening Gourmet cooking/fine foods Grandchildren Have a swimming pool Home furnishing/decorating Home improvement projects Home workshop Own a cat Own a dog Wines Health and Fitness Dieting/Weight control Health/natural foods Physical fitness/exercise Rollerblading Running/Jogging Self-Improvement Walking for health Contributors Charities/Volunteer activities Community/Civic Activities Current Affairs/Politics Other charitable causes Veteran contributor Wildlife/Environmental issues Outdoors Bicycling Camping/Hiking Fishing Horseback riding Hunting/Shooting Mountain Biking Hunting Licenses - \$15/M Fishing Licenses - \$15/M Personal Finance Moneymaking opportunities Mutual fund investments Real estate investments Stock/Bond investments