

GIFT, HOUSEWARES & HOME TEXTILE BUYERS

THE SALESMAN'S GUIDE

The Salesman's Guide directories are published annually by Douglas Publications. They represent the fastest and easiest way for professionals to reach new potential customers. The Salesman's Guide - Gift, Housewares & Home Textiles Buyers file gives you access to verified executives and buyers for major US and Canadian retailers, independents and chains. These business professionals are presidents, owners, merchandise managers and purchasing & procurement managers who select and purchase the entire spectrum of giftware, housewares, and home textiles. Douglas Publications recommends this file for a wide variety of offers including management publications, educational products, travel, seminars, office products & services, financial, computers, cellular & internet providers, and related catalogs.

Type of Retailer:

Gift Shop-----	1,340
Housewares /Home Furnishings-----	1,178
Department Store-----	778
Home Center/Hardware Store-----	429
Drug Store-----	757
Supermarket-----	698
Off-Price/Discount Store-----	463
Jewelry Store-----	504
Catalog House/Showroom-----	222
Clothing Store-----	755
General Merchandise/Variety Store-----	576

Type of Items Sold:

Giftware-----	4,406
Decorative Accessories-----	3,069
Housewares-----	1,533
Kitchen Items-----	2,095
Bedroom Items-----	1,169
Holiday/Seasonal-----	2,134
China/Crystal-----	1,235
Furniture-----	1,688
Appliances-----	848
Bathroom Items-----	1,613
Displays/Fixtures/Supplies-----	580
Area Rugs/Carpets-----	906

Price Points:

Budget-----	1,481
Popular-----	2,941
Moderate-----	5,025
Better-----	3,487
Very High End-----	1,517
Less than 5 stores-----	2,276
6-24 stores-----	1,205
25-49 stores-----	444
50-74 stores-----	498
More than 75 stores-----	1,586

ADDITIONAL INFORMATION

— **Minimum Order** —

5,000 Names

— **Selections** —

13,771 Total Universe

Multi-Use \$280/M(per thousand)

Phone Number \$30/M

Type of Retailer \$15/M

Type of Items Sold \$15/M

Price Points \$15/M

Sales Volume \$15/M

Geo \$5/M

E-mail Blast...\$375/M

Format:

E-mail (text or Excel file). . \$65/Format fee

CD \$50/Format fee

Source:

— Direct Response

— Updated Annually

— Sample mailing piece is required

— Cancellation — \$10/M + \$50 Flat Fee

— Cancellation After Mail Date Requires Payment in Full

— List may vary by 10%-15%

To place an order or if you have specific inquiries contact Amy Lehr at 1-804-762-9600 ext.212 or alehr@douglaspublications.com

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