

MASS MERCHANDISERS & OFF-PRICE APPAREL BUYERS THE SALESMAN'S GUIDE

The Salesman's Guide directories are published annually by Douglas Publications. The Salesman's Guide - Mass Merchandisers & Off-Price Apparel Buyers file gives you access to verified executives and buyers for major US mass merchandisers, discount stores, off-price chains, warehouse membership clubs, supermarket & drug store chains, and other retailers and chains. These business professionals are presidents, owners, merchandise managers and purchasing & procurement managers who select and purchase the entire spectrum of men's, women's and children's apparel.

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Purchasing Authority:

Accessories-----	1,228
Sportswear-----	704
Coats-----	245
Footwear-----	1,236
Ladies Dresses-----	527
Ladies Formal/Bridal-----	22
Suits/Tailored Clothing-----	179
Ladies Intimate Apparel-----	1,665
Men's Undergarments-----	432
Jewelry-----	320
Displays/Fixtures/Supplies-----	1,888

Number of Stores:

5 or less stores-----	887
6 - 24 stores-----	555
25 - 49 stores-----	197
50 - 74 stores-----	259
75+ stores-----	2,031

ADDITIONAL INFORMATION

— **Minimum Order** —

5,000 Names

— **Selections** —

8,231 Total Universe \$100/M(per thousand)

Multi-Use \$280/M

Phone Number \$30/M

Purchasing Authority \$15/M

Number of Stores \$15/M

Type of Retailer \$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
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