

WOMEN'S & CHILDREN'S WEAR 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's Women's & Children's Wear Buyers file gives you access to verified executives and buyers for major US and Canadian department & specialty stores, catalog houses, and other retailers. These business professionals are presidents, owners, merchandise managers and purchasing & procurement managers who select and purchase the entire spectrum of women's and children's clothing, sportswear, furnishings, and accessories. Douglas Publications recommends this file for a wide variety of applications including management publications, educational products, travel, seminars, office products & services, financial, computers, cellular and internet providers, and related catalogs.

Purchase Authority:

Accessories-----	5,485
Athletic Apparel-----	5,714
Dresses-----	6,974
Jewelry-----	6,050
Intimate Apparel-----	4,428
Coats-----	4,621
Suits/Sportcoats-----	4,387
Footwear-----	3,169
Formal/Bridal-----	2,445
Displays/Fixtures/Supplies-----	4,566

Number of Stores:

5 or less stores-----	1,197
6-24 stores-----	341
25-49 stores-----	94
50-74 stores-----	44
75 or more stores-----	185

Price Points:

Budget-----	299
Popular-----	1,122
Moderate-----	5,677
Better-----	5,485
Designer-----	1,564

ADDITIONAL INFORMATION

Minimum Order —5,000 Names

Selections:

14,972 Total Universe

Multi-Use \$280/M
Phone Number \$30/M
Fax Numbers \$30/M
Purchasing Authority . . . \$15/M
Number of Stores \$15/M
Price Points \$15/M
Sales Volume \$15/M
Type of Retailer \$15/M
Geo \$5/M
E-mail Transmission.....\$375/M

Format:

E-mail (Excel file). \$65/F
CD \$50/F

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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