

BuyCostumes

BuyCostumes features a unique variety of costumes, accessories and specialty items for young and old alike. Since opening for business in 1999, BuyCostumes has become the largest seller of costumes and accessories on the internet today, offering over 10,000 items for all seasons and occasions.

BuyCostumes offers a full range of children's and adult's costumes and props, and even has a line of costumes for pets.

Quantity	Segment	Price/M
781,418	36 mos. Buyers	\$80.00
660,492	24 mos. Buyers	\$85.00
436,543	12 mos. Buyers	\$90.00
20,423	90 Day Hotline	+\$15.00
11,992	60 Day Hotline	+\$20.00
4,594	30 Day Hotline	+\$25.00
288,312	\$25-49.99 Buyers	+\$15.00
182,104	\$50-74.99 Buyers	+\$20.00
78,228	\$75+ Buyers	+\$25.00
114,508	Multi-buyers	+\$35.00
317,816	Children's Items Buyers	+\$ 5.00
26,311	Pet Items Buyers	+\$ 5.00
	Catalog Inquires	\$65.00

Publisher rate: \$75/M

Demographic Profile:

24% Women
19% Men

Average purchase: \$57.43

Target Market: BuyCostumes is an ideal list for most catalog offers: children's toys, games and clothing, pet toys and accessories, and adult games, novelties and clothing.

Sample mailing piece is required. All requests subject to approval by the list owner.

BUYSEASONS

Universe 778,900

See current counts below

See current pricing below

Source:

Online and direct mail orders.

Minimum Order: 5,000

Selection Fees:

Geographic	\$6.00/M
Gender	\$10.00/M
Running Charges	\$8.00/M
Keying	\$5.00/M

Output Media:

Mag Tape	\$35.00/F
Cartridge	\$25.00/F
Labels	\$7.50/M
E-mail shipping	\$60.00/F

20% Commission offered to authorized brokers.

Net-name arrangements are negotiable and based on annual volume.

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