

# Market Update 2011

## APPAREL



Apparel catalogs account for over \$7.7 billion in sales. The fashion industry is one of the most important sectors of the economy in terms of investment, revenue, trade, and employment. It has short product life cycles, tremendous product variety, and unpredictable demand. That is why it is critical to zero in on consumers proven to place repeat direct orders.

The lists featured in this Market Update guide you to those who are driving the sales in all sectors of catalog apparel — sportswear, business attire, mature clothing, youth trends, and women's fashion. This is supported by the continuations direct marketers are placing on our lists and the apparel select available on our enhanced lists.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit [www.alcdata.com](http://www.alcdata.com) to view all datacards.



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## Lists with Proven Continuation Usage in this Market

List	Count	Rate	Sample Continuations	Contact
<b>Active Interest Media</b>				<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
• <b>American Cowboy</b>	60,000	\$110/M	King Ranch Saddle Shop, Rod's Western Palace, Soda Creek Western Outfitters	
<b>Alloy</b>				<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• <b>Alloy College Students</b>	1,352,000	\$100/M	Express, HP Shopping.com, Victoria's Secret	
• <b>Alloy Generation Y Database</b>	19,417,000	\$95/M	Coach, Express, Victoria's Secret	
<b>Arizona Mail Order</b>				<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
• <b>AMO Plus Size Masterfile</b>	802,000	\$105/M	Haband, Isabella Bird, Pajamagram	
• <b>Bedford Fair</b>	312,000	\$105/M	Haband, Net Apparel, Wintersilks	
• <b>Coward Shoes</b>	178,000	\$85/M	Footsmart, Net Apparel, Touch of Class	
• <b>Intimate Appeal</b>	86,000	\$85/M	Footsmart, Net Apparel, Walter Drake & Co.	
• <b>Old Pueblo Traders</b>	838,000	\$85/M	B.A.Mason, Footsmart, Woman Within Catalog	
• <b>Willow Ridge</b>	300,000	\$105/M	Footsmart, Haband, Touch of Class	
<b>Cowboys &amp; Indians</b>	90,000	\$120/M	Crow's Nest Trading Co., Pendelton, Soda Creek Western Outfitters	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Free People</b>	238,000	\$115/M	Athleta, J. Crew, Victoria's Secret	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Frontgate Catalog</b>	1,204,000	\$120/M	Boston Proper, Chico's, Layette 148	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Hearst</b>				<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• <b>Cosmopolitan</b>	1,072,000	\$110/M	Body Central, Express, Frederick's of Hollywood	
• <b>Esquire</b>	492,000	\$110/M	Brooks Brothers, Reyn Spooner	
• <b>Harpers Bazaar</b>	436,000	\$110/M	Ann Taylor, Chico's, Victoria's Secret	
• <b>Marie Claire</b>	607,000	\$110/M	Body Central, Express, Victoria's Secret	
• <b>Town &amp; Country</b>	302,000	\$110/M	Ann Taylor, Barney's New York	
<b>Neiman Marcus</b>	254,000	\$115/M	Fossil, Talbot's	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>NYLON</b>	53,000	\$105/M	Express, Urban Outfitters, Victoria's Secret	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
<b>Rodale</b>				<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
• <b>Runner's World</b>	410,000	\$100/M	Athleta	
• <b>Women's Health</b>	927,000	\$105/M	Consumers Union Shop Smart, Victoria's Secret	
<b>Sportsman's Guide</b>	1,864,000	\$100/M	Carol Wright Inc., Duluth Trading Co.,	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>The Territory Ahead</b>	552,000	\$115/M	Boston Proper, Chico's, J.Jill	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Urban Outfitters</b>	1,604,000	\$110/M	Alloy, Fossil, Victoria's Secret	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com

# Apparel

## Enhanced Files

List	Count	Rate	Contact
<b>Disney FamilyFun Enhanced Masterfile</b> • Fashion Interest Sample continuations include: American Girl Catalog, Gymboree	635,000	\$105/M+\$16/M	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Forbes Enhanced Masterfile</b> • Fashion Interest Sample continuations include: Ann Taylor, W Magazine	371,000	\$140/M+\$16/M	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Golfsmith Corporate Enhanced Masterfile</b> • Female & Male Merchandise	120,000	\$105/M+\$17/M	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Kiplinger Washington Editors</b> • Kiplinger's Women's Apparel & Accessories Buyers	345,000	\$140/M	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>MH2 Consumer + Credit Catalog &amp; Merchandise Buyers</b> • Female Apparel Buyers • Male Apparel Buyers	1,529,000 2,127,000	\$85/M+\$10/M \$85/M+\$10/M	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Provell Proven Programs Enhanced Masterfile</b> • Apparel-Purchase Behavior • Fashion Accessories Sample continuations include: Fingerhut, Swiss Colony	582,000 580,000	\$100/M+\$10/M \$100/M+\$10/M	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
<b>Rodale Whole Life US Masterfile Enhanced Selections</b> • Male Apparel • Female Apparel • Plus Size Women • Teen Fashions • Children's Apparel At least 50% of the file has a strong interest in fashion	803,000 1,341,000 550,000 166,000 182,000	\$100/M+\$16/M \$100/M+\$16/M \$100/M+\$16/M \$100/M+\$16/M \$100/M+\$16/M	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Time Life Entertainment Enhanced Masterfile</b> • Men's & Women's Apparel Purchases Sample continuations include: Fingerhut, Swiss Colony	65,000	\$105/M+\$12/M	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>TV Guide Magazine Mail Order Buyers Masterfile</b> • Fashion Interest	1,390,000	\$105/M+\$18/M	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Wealth Window Upscale Merchandise Buyers</b> • Upscale Women's Apparel • Upscale Children's Apparel • Upscale Men's Apparel	1,629,000 674,000 521,000	\$92/M \$92/M \$92/M	<b>Emily Briody – 609-580-2971</b> emily.briody@alc.com
<b>Weight Watchers Enhanced Masterfile</b> • Fashion/Apparel Buyers	278,000	\$105/M+15/M	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com

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