

AL B2B **Cosmetology & Beauty Related Professionals - ALC**

Reach licensed beauty professionals at their home or business address.

Key Segments

2,011,756	Universe / Base Rate	\$72.00 /M
1,192,692	Cosmetologists	+ \$10.00 /M
73,111	Cosmetologists - Managing	+ \$10.00 /M
170,193	Cosmetologists - Salon	+ \$10.00 /M
105,387	Estheticians	+ \$10.00 /M
1,378	Estheticians - Managing	+ \$10.00 /M
310,998	Manicurist	+ \$10.00 /M
14,727	Manicurist Salon	+ \$10.00 /M
9,127	Manicurist - Managing	+ \$10.00 /M
47,613	Barber	+ \$10.00 /M
7,388	Barber Shop	+ \$10.00 /M
77,926	Massage Therapist	+ \$10.00 /M

Audience Profile

Did you know that according to the NACCAS (National Accrediting Commission of Cosmetology Arts & Sciences) and the U.S. Department of Labor, salon professionals can average up to \$60k a year including tips. According to the NACCAS job demand survey, more than 1.6mm professionals work in more than 312k beauty salons, skin care salons, nail salons, and barber shops in the U.S.

This survey revealed that cosmetologists have dramatically increased their earning power today with zero unemployment due to the severe shortage of licensed salon professionals. Even in times of economic downturn, beauty professionals are always in demand and have high job security.

This mostly female audience are perfect targets for clothing, jewelry, credit cards, beauty supplies and cosmetics, and all home office offers.

[Click Here to Visit the ALC B2B Website](#)

Terms and Conditions

Payment due 30 days from mail date. Order cancellations within 10 days of mail date must be paid in full. Orders cancelled prior to 10 days before mail date include the following fees: \$150/F plus \$10/M, media and shipping charges. 20% commission on base rate to authorized brokers. Please allow 3-5 business days to process an order. Any order received at ALC is subject to a \$150/F cancellation fee. State and local sales tax will apply where applicable.

Contacts

NAME	ROLE	EMAIL	PHONE	FAX
Maryann Posten	Sales	maryann.posten@alc.com	(609) 580-2978	(609) 580-2866
Shawn Danitz	Count Requests	shawn.danitz@alc.com	(609) 580-2758	(609) 580-2866

LIST TYPE

Consumer Business



SOURCE

Government records

GEOGRAPHY

Domestic (US)

LIST OWNER

ALC

LIST MAINTENANCE

Counts through	11/08/2009
Last update	02/19/2010
Update frequency	SEMIANNUALLY

UNIT OF SALE INFORMATION

GENDER PROFILE

Male:	12%
Female:	87%

INCOME

Average:	\$45,000.00
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SELECTION CHARGES

COUNTY	\$8.00 /M
GENDER/SEX	\$10.00 /M
LICENSE STATE	\$10.00 /M
LICENSE TYPE	\$10.00 /M
PHONE NUMBER	\$20.00 /M
SCF	\$8.00 /M
STATE	\$8.00 /M
ZIP	\$8.00 /M

ADDRESSING

CARTRIDGE	\$50.00 /F
CD ROM	\$50.00 /F
CHESHIRE LABELS	No charge
DISKETTE	\$35.00 /F
EMAIL	\$35.00 /F
P/S LABELS	\$10.00 /M

KEY CODING

Key Coding is available

Charges:	\$3.00 /M
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MINIMUM ORDER

Quantity:	5,000
Dollar:	\$400.00

REUSE

Reuse is allowed

Min Qty:	3,000
Charges:	\$66.00 /M

TELEMARKETING

Telemarketing is allowed

Charges:	\$20.00 /M
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CANCELLATION

Charges:	\$150.00 /F
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COMMISSIONS

Broker:	20%
Agency:	15%

NET NAME ARRANGEMENTS

Net Name is allowed.

Net:	85%
Min Qty:	50,000
Run Charges:	\$10.00 /M

EXCHANGES

Exchange is not allowed.



THE REST OF THE STORY