

# eMail List American Salon

Email Addresses Available 12,729 \$410 per 1,000

## Who They Are

The *American Salon* magazine subscriber list is the largest pre-qualified, controlled circulation list of owners and managers of salons in the U.S.

- 92% are owners and top managers
- 93% offer hair styling services

## What They Buy

These decision makers are active in the purchase of products for resale along with equipment, products and services to improve their operations.

They have buying authority for:

- Hair care and coloring products
- Cosmetics
- Hair styling appliances
- Hair removal products, wigs
- How-to videos and continuing education programs
- Skin and nail care
- Tanning products
- Salon equipment



## Why They Subscribe

For industry trends, business basics and a colorful shot of style, salon professionals turn to Questex Media's *American Salon* magazine. *American Salon* reports on what's working in the beauty business. From total makeovers to the latest in curling rods, industry gossip to advice on boosting profitability, *American Salon* keeps up with this multifaceted industry. Each month it provides real life solutions for personal beauty and professional success including:

- Reviews of new products and how-to videos
- Profiles of the industry's top "name" stylists
- Advice on maintaining the personal touch with clients
- Tips for tapping into fashion trends
- Reports on industry awards and events
- Listings of continuing education programs

Mail List  
AVAILABLE

Quality Leads  
Targeted Penetration  
Guaranteed Value  
Proven Results

Minimum Order  
3000 Names

## List Source

Controlled Circulation,  
Verified Audit Circulation



## Mail/Email/Phone Lists

Combination Discounts Available  
Call for Rates

## Selections

Base Rate + \$15/M  
Job Title  
Job Function  
Business/Industry  
Business Address  
Geography  
Gender  
Max Per Site  
All Other Selects \$15/M-\$25/M

## How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

## Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

## Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.



QUESTEX  
MEDIA

www.questex.com

Ilene Schwartz  
Senior Account Director, Kroll Direct Marketing  
216-371-1667 • ilene@krolldirect.com

For advertising opportunities visit [www.americansalonmag.com](http://www.americansalonmag.com)

# eMail List American Salon

## Breakdown by Title

Owner/President	8,719
Manager/Other Corporate Executive	1,706
Esthetician Make up Artist	144
Nail Technician	71
Cosmetologist/Stylist	1,522
Colorist	101
Beauty School Instructor	123
Other Titled Personnel	131

## Breakdown by Business/Industry

Beauty Salon	11,451
Beauty School	511
Beauty/Barber Product Distributor	281
Manufacturers	251

## Breakdown by Retail Products Sold

(Multiple Response)

Hair Care	6,181
Cosmetics	2,684
Hair Styling Appliances	3,513
Natural/Aromatherapy	1,359
Skin Care	2,630
Nail Care	2,682
Tanning/Sun Care	1,040
Body & Bath	1,586
Accessories/Jewelry	1,497

## Breakdown by Number of Employees

Under 3 Employees	4,121
4 - 6 Employees	2,135
7 - 11 Employees	2,201
12 - 16 Employees	748
16+ Employees	1,297

## Breakdown by Services Offered

(Multiple Response)

Cutting	6,639
Styling	6,484
Perming	5,974
Hair Coloring	6,416
Treatments	5,279
Hair Removal/Waxing	4,846
Total Image Consulting	2,309
Multicultural/Ethnic	2,178
Make Up	3,229
Skin Care	2,901
Nail Care	3,382
Tanning/Sun Care	1,127
Spa Services	1,943
Wigs/Hair Additions/Hair Replacement	2,184
Relaxing	2,807

## Breakdown by Number of Chairs in Salon

Under 3	1,704
3 - 5	2,905
6 - 8	3,185
9+	3,240



Contact Ilene Schwartz at 216-371-1667 • [ilene@krolldirect.com](mailto:ilene@krolldirect.com) • [www.questex.com](http://www.questex.com)  
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