

Mailing List American Salon

Subscribers Available for Rental 68,318 \$110 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



eMail List
AVAILABLE

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 and 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

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For advertising opportunities visit www.americansalonmag.com

Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results

Minimum Order

5000 Names

List Source

Controlled Circulation,
Verified Audit Circulation



Telemarketing List

Base Rate + \$60/M

Mail/Phone/Email 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

Addressing/Format Options

Email File	\$50/flat
Mag Tape	\$35/flat
Diskette	\$55/flat
Cheshire Labels	NC
Peel & Stick Labels	\$10/M
Galley Printout	\$10/M
Key Codes	\$3/M
Splits	\$25 ea.
Barcoding (labels)	\$6/M \$30 min.

Updating Cycle

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

Guaranteed 98% Mail Deliverability

Terms and Conditions

Rented for one time use only. Sample mailing piece required, subject to approval.

Cancellations

\$15/M running charges plus \$50 cancellation fee. List must be returned within 90 days or full rental charges apply.



QUESTEX
MEDIA

www.questex.com

Mailing List

American Salon

State Counts

SCF Range

995-999	AK	112
350-369	AL	825
716-729	AR	520
850-865	AZ	1079
900-966	CA	6141
800-816	CO	1126
060-069	CT	1221
200-205	DC	169
197-199	DE	200
320-349	FL	4024
300-319	GA	2195
967-968	HI	191
500-528	IA	959
832-838	ID	358
600-629	IL	2716
460-479	IN	1581
660-679	KS	727
400-427	KY	906
700-714	LA	688
010-027	MA	2120
206-219	MD	1267
039-049	ME	500
480-499	MI	2329
550-567	MN	1538
630-658	MO	1346
386-397	MS	351
590-599	MT	271
270-289	NC	2457
580-588	ND	174
680-693	NE	524
030-038	NH	484
070-089	NJ	2459
870-884	NM	327
890-898	NV	482
090-149	NY	4723
430-458	OH	2800
730-749	OK	735
970-979	OR	788
150-196	PA	3924
028-029	RI	361
290-299	SC	1142
570-577	SD	218
370-385	TN	1428
750-799	TX	3640
840-847	UT	631
220-246	VA	1836
050-059	VT	204
980-994	WA	1268
530-549	WI	1605
247-268	WV	457
820-831	WY	143

Breakdown by Title

Owner/President	53,590
Manager/Other Corporate Executive	9,994
Esthetician Make up Artist	213
Nail Technician	116
Cosmetologist/Stylist	2,559
Colorist	159
Beauty School Instructor	181
Titled Personnel/Other	491

Breakdown by Business/Industry

Beauty Salon	65,324
Beauty School	890
Beauty/Barber Product Distributor	725
Beauty Product Mfrs/Reps	447

Breakdown by Retail Products Sold

(Multiple Response)

Hair Care	30,533
Cosmetics	10,084
Hair Styling Appliances	13,815
Natural/Aromatherapy	4,434
Skin Care	9,150
Nail Care	10,373
Tanning/Sun Care	4,224
Body & Bath	5,128
Accessories/Jewelry	4,775



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Breakdown by Services Offered

(Multiple Response)

Cutting	34,930
Styling	34,090
Perming	32,962
Hair Coloring	33,455
Treatments	26,004
Hair Removal/Waxing	22,233
Total Image Consulting	8,889
Multicultural/Ethnic	8,449
Make Up	10,345
Skin Care	10,515
Nail Care	14,190
Tanning/Sun Care	4,262
Spa Services	6,626
Wigs/Hair Additions/Hair Replacement	7,770
Relaxing	9,929

Breakdown by Number of Employees

1 - 2 Employees	22,077
3 Employees	3,739
4 - 6 Employees	13,564
7 - 11 Employees	11,207
12 - 16 Employees	2,732
16+ Employees	4,083

Breakdown by Number of Chairs in Salon

Under 3	9,014
3 - 5	15,733
6 - 8	17,261
9+	13,428



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