

# eMail List

## International Beauty Shows

Attendees with Email Addresses 30,410 \$410 per 1,000

### Who They Are

IBS are the largest and longest running professional beauty events in the world. If you are a salon or spa owner, stylist, colorist, nail technician, skincare professional, or involved in the beauty business in any way, you need to be at IBS. Nowhere else but at IBS will you see the most OUTRAGEOUS hair, the latest FASHIONS and pick up the MOST SUCCESSFUL techniques and tools in achieving these looks.

### What They Buy

Accessories, foils, balms, hair care products, bleaches, hair color, blow dryers, hair dryers, boutique merchandise, hair extensions, brushes & combs, hair removal, clippers & shears, hair replacement, cosmetics, highlighters and tools, curling irons, manicure and pedicure equipment and products, depilatories, mirrors, dyes, point of sale systems, electrolysis systems, private labeling, ethnic hair care products, professional salon products, finishing aids, relaxers, fixatives, salon and spa furniture & equipment, skin care products, sinks, wigs, styling appliances... or any other product for today's salon and spa owners.

### Why They Attend

These shows offer a range of classes in hair, nails and salon/spa business. In addition, IBS offers Master Classes with top artists, hands-on sessions where you learn as you do, hair color seminars and look and learn sessions. The International Esthetics, Cosmetics & Spa Conference (IECSC), presented by American Spa magazine and co-located with IBS events, also features leading experts in the field of dermatology, spa services and equipment, and massage techniques.

**IBS** international  
beauty shows

INTERNATIONAL  
**ESTHETICS, COSMETICS & SPA**  
CONFERENCE

**Mail List**  
AVAILABLE

Contact Ilene Schwartz at 216-371-1667  
ilene@krolldirect.com

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

**Quality Leads**  
**Targeted Penetration**  
**Guaranteed Value**  
**Proven Results**

**Minimum Order**  
3,000 Names

**List Source**  
Registration Data

**Mail/Email/Phone Lists**  
Combination Discounts Available  
Call for Rates

**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](http://www.questex.com)

# eMail List

## International Beauty Shows

### Breakdown by Job Title

Salon/Spa Owner/Manager	6,214
Hair Stylist/Colorist	8,347
Esthetician	983
Distributor	296
Make-Up Artist	461
Nail Technician	1,220
Instructor	308
Massage Therapist	105
Student	2,227

### Breakdown by Business/Industry

Chain Salon	753
Beauty Salon/Hair Salon	13,254
Day Spa/Destination Spa/Resort/Hotel Spa	1,589
Ethnic Salon	167
Barber Shop	225
Nail Salon	771
Distributor/Manufacturer	728
Cosmotology School	1,906

---

### Email List Terms and Conditions:

1. All transmissions must be sent by Questex Media's service provider.
2. In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
3. Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
4. Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
5. The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
6. The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
7. Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
8. Pricing is based on net, error free emails delivered.
9. Prepayment is required for first time renters.
10. The list owner reserves the right to refuse any mailer or offer message.



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