

# Mailing List

## International Beauty Shows

Recent Attendees Available for Rental 59,866 \$110 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.

**IBS** international beauty shows

### 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.

**eMail 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**  
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**Minimum Order**  
5,000 Names

**List Source**  
Registration Data

**Telemarketing List**  
Base Rate + \$60/M

**Mail/Phone/Email Lists**  
Combination Discounts Available  
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### Addressing/Format Options

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

### Updating Cycle

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

### Terms and Conditions

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

### Cancellations

\$10/M running charges plus \$50 cancellation fee.  
List must be returned within 90 days or full rental charges apply.



**QUESTEX**  
MEDIA

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

# Mailing List

## International Beauty Shows

### State Counts

#### SCF Range

995-999	AK	84
350-369	AL	135
716-729	AR	91
850-865	AZ	1386
900-966	CA	4879
800-816	CO	607
060-069	CT	2794
200-205	DC	301
197-199	DE	390
320-349	FL	1151
300-319	GA	585
967-968	HI	164
500-528	IA	64
832-838	ID	233
600-629	IL	356
460-479	IN	235
660-679	KS	189
400-427	KY	157
700-714	LA	172
010-027	MA	2107
206-219	MD	1901
039-049	ME	167
480-499	MI	405
550-567	MN	182
630-658	MO	345
386-397	MS	95
590-599	MT	185
270-289	NC	713
580-588	ND	34
680-693	NE	79
030-038	NH	252
070-089	NJ	7372
870-884	NM	382
890-898	NV	1766
090-149	NY	14630
430-458	OH	737
730-749	OK	217
970-979	OR	312
150-196	PA	3921
028-029	RI	395
290-299	SC	25
570-577	SD	470
370-385	TN	1475
750-799	TX	724
840-847	UT	1409
220-246	VA	139
980-994	VI	421
530-549	VT	174
247-268	WA	153
820-831	WI	127

### Breakdown by Job Title

Salon/Spa Owner/Partner/Principal/Mgr	12,917
Hair Stylist/Colorist	19,577
Esthetician/Make Up Artist	2,976
Nail Technician	2,220
Instructor	416
Massage Therapist	408
Student	4,521
Sales/Marketing/Administrative	1,674
Distributor/Manufacturer	664
Medical Personnel	75
Others Not Classified by Title	11,165

### Breakdown by Business/Industry

Chain Salon	1,325
Beauty Salon/Hair Salon	28,541
Ethnic Salon	221
Day Spa/Destination/Resort/Hotel Spas	2,642
Barber Shop	358
Nail Salon	1,105
Distributor/Manufacturer	1,273
Other/Not Classified by Business/Industry	18,823

### Breakdown by Number of Workstations

1	2,558
2-4	6,835
5-9	11,297
10 +	8,673

### Breakdown by Product Interest

Multiple Response	
Apparel	9,880
Business Software/Technology	7,024
Cosmetics	13,580
Equipment/Furniture	10,367
Educational Training	15,339
Hair Care/Tools	18,600
Hair Color/Tools	18,052
Nail Care/Tools	8,331



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