



Beauty Riot

92,000
15,000

Total Members \$ 90/M
Monthly Hotline + \$ 16/M
Quarterly Hotline + \$ 11/M

Beauty Riot.com is the #1 celebrity beauty site on the Internet today. Style-conscious women turn to Beauty Riot to keep up with the hottest trends on the celebrity beauty scene. Once members, these women can customize the beautyriot.com website to easily access their favorite information. The Beauty Riot site offers "how to" details on to achieve the latest celebrity hair and makeup looks, as well as hundreds of celebrity hairstyle photos and a FREE virtual makeover program. Using the virtual makeover program, subscribers can get a glimpse of their life with a celebrity hairstyle; from Jessica Simpson to Uma Thurman, this program gives them endless possibilities. Beauty Riot is THE style answer for women who aspire to look like their favorite celebrity.

The Beauty Riot universe is 98% women predominantly between the ages of 18-44. These fashion gurus are also shoppers: 58% have shopped and purchased online in the last 6 months.

Beauty Riot is recommended for: Fashion/Women's Publications, Women's Apparel Catalogs, Retail offers, Jewelry offers, House/Home offers, Travel/Vacations, and more.

Where women turn when they want to look as good as the celebrities

Additional Information

SOURCE: Internet/Website registration
UNIT OF SALE: Membership is free.
UPDATED: Monthly
MINIMUM ORDER: 10,000
MATERIALS: \$25/F Cartridge \$50/F Email/FTP
Sample mail piece required. 100% Home Address

SELECTIONS:

LIFESTYLES/DEMOS	\$11/M
GEOGRAPHY	\$10/M
INCOME	\$16/M
AGE	\$16/M
BIRTHDATE	\$16/M
EDUCATION	\$16/M



Contact: Tracy Haddad ph 203.778.4110 fx 203.778.4130 tracy@catamountgroup.net