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Beauty Fashion is the authoritative magazine in the field of cosmetics, toiletries, fragrances and personal care.

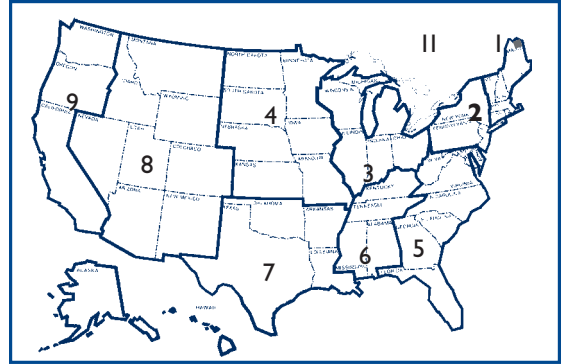
LOCALITY OF CIRCULATION: National and Foreign.

SUBSCRIPTION RATES: Domestic: One year, \$25.00. Canada & Mexico: One year \$50.00. Foreign: One year, \$175.00.

Individual issues: \$5.00. Directory issues \$10.00.

CLASSIFICATION OF CIRCULATION BREAKDOWN

BUSINESS	OCCUPATION		TOTAL
	PRES., OWNER, VP, GMM, DMM, MERCH. MGR.	BUYER, DEPT. MGR, COSMETICIAN, BA, SALES PERSONNEL	
DEPARTMENT STORES SPECIALTY STORES MASS MERCHANDISES, BUYING OFFICES	1,929	9,661	11,590
DRUG STORES & CHAIN DRUG STORES	1,380	2,409	3,789
OTHER RETAILERS	372	628	1,000
SUBTOTAL	3,682	12,698	16,380
	PRES, OWNER, VP, SALES, MKTING, GM.	MKTING SALES ADV., PROD. MGRS., SALES PERSONNEL	
MANUFACTURERS	2,124	1,316	3,440
DISTRIBUTORS	210	150	360
IMPORTERS	211	304	515
SUBTOTAL	2,545	1,770	4,315
	PRES., OWNER, VP., GM., ACCT.SUP. ACCT. EXEC.	MEDIA DIR. MEDIA BUYER RESEARCH LIBRARIAN	
ADVERTISING AGENCIES	180	57	237
FINANCIAL INSTITUTIONS	166	149	315
SUPPLIERS	297	138	435
SCHOOLS & LIBRARIES	—	186	186
SUBTOTAL	643	530	1,173
TOTAL			21,868



AREA 1
New England
ME, MA, NH, RI, VT
1,215

AREA 2
Middle Atlantic
NJ, NY, PA
7,603

AREA 3
E.N. Central
IL, IN, MI, OH, WI
2,335

AREA 4
W.N. Central
IA, KS, MN, MO,
NE, ND, SD
731

AREA 5
S. Atlantic
DE, DC, FL, GA, MD,
NC, SC, VA, WV
2,462

AREA 6
E.S. Central
AL, KY, MS, TN
645

AREA 7
W.S. Central
AR, LA, OK, TX
1,685

AREA 8
Mountain
AZ, CO, ID, MT
NV, N.M., UT, WY
370

AREA 9
Pacific
AK, CA, HI, OR, WA
3,395

AREA 10
Foreign
1059

AREA 11
Canada
363

AREA 12
Other
5

TOTAL CIRCULATION 21,868