

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

84500B

A+ SHOP BY MAIL WOMEN CATALOG MULTI-BUYERS

The women mail order buyers here enjoy the convenience of shopping by mail and are known multi-buyers. Their average order amount is \$100+, with average age of 40, and an average income of \$45K+.

Total Database - 2,287,234

Available Selects \$8/M

Baby Products	91,722
Children's Apparel	146,338
Women's Apparel	185,688
Home Décor	216,840
Beauty/Cosmetic Products	216,512
Crafts	121,528
Gardening Supplies	59,681
Bed & Bath	115,917
Shoes/Footwear	127,055
Kitchen/Cooking	282,724
Wine/Liquor	157,635
Food/Gourmet	218,738
Christmas/Holiday/Seasonal	285,359
Art Supplies	61,497

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Income Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Age Select	\$8/M
Email	\$50/F	Recency (6 Mos)	\$15/M	Gender Select	\$8/M
FTP	\$50/F	Key Coding	\$5/M	Geographic Select	\$8/M

Brokers Welcome