

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

68900S

ALL ABOUT READING-EMAIL RECORDS

Reading is a leisure time activity that remains one of the most popular to indulge in when the opportunity arises. Nothing beats a good read! This list consists of individuals who are passionate about reading - they browse bookstores, shop online and buy novels and magazines in the supermarket. Choose from the many selects available including high income and frequent credit card activity to further target your audience. The reading enthusiasts available here are online responders to promotions, sweeps and discounts; registering their emails to receive additional offers. Matching postal and phones are available for combined marketing campaigns. These consumers are all opt-in qualified. Reach out to these avid readers with your product or service that will educate, engage and enrich their lives. Whether marketing to fiction, nonfiction or spiritual readers, this list is the smart place to start your marketing plan. Sourced 100% Internet.

Total Database - 3,758,109

Available Selects - \$10/M

Audio Books	51,882
Magazine Readers/Subscribers	2,091,405
Politics/Current Affairs Readers	913,802
Religious/Spiritual Readers	527,310
Science Fiction Readers	173,710

Terms and Pricing

Email Campaign	\$180/M	Age/Gender/Geo Select	\$10/M	Personalization	\$40/M
Minimum Order	10,000	Income Select	\$10/M	Keycoding	\$5/M
Minimum Price	\$1,600	A/B Split	\$750 Flat	Please Inquire For Combined	
Transmission/Blast	\$20/M	Suppression	\$500 Flat	Marketing Campaign Pricing	

Brokers Welcome