

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

85200S

AMERICA READS! CHILDREN'S BOOK BUYERS

Studies have shown that children that are read to regularly do better in school. Every parent wants their child to be a successful student and the parents here are no exception. The America Reads! Children's Book Buyers list offers book reading interests as well as demographics to help target the best prospects for direct mail, telemarketing and email campaigns. Sourced from direct mail and telemarketing response.

Total Database - 3,789,961

Available Selects \$5/M

Newsletter Subscribers	498,784
Book Club Members	987,635
Activity Book Buyers	245,657
Picture Book Buyers	298,412
New Releases	912,789
Children's Classics	835,418
Children's Literature	968,230

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (6 mos)	\$15/M	Gender Select	\$5/M
Email	\$50	Recency Select (12 mos)	\$10/M	Income Select	\$5/M

Brokers Welcome

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