

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

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BETTER WRITING NEWSLETTER SUBSCRIBERS/BOOK BUYERS

These entrepreneurs, business managers, and ambitious career-minded professionals subscribed to a newsletter, enrolled in a correspondence course or bought a book about how to improve their better writing skills. The Better Writing Newsletter Subscribers/Book Buyers list provided by Byrum & Fleming is 100% Direct Response.

Total Database - 111,434

Available Selects \$5/M

Ad, Marketing & Sales Copywriting Skills	1,765
Book Buyers	45,373
Business Communications	5,386
Business Plans	5,209
Executives and Professional Managers	15,387
Making Presentations	2,090
Newsletter Subscribers	1,522
Sales Communications	7,541
Self-Publishing Interest	10,763
Seminar Attendees	16,398

56% Men 65% @ Business Address
31% Women 35% @ Home Address

Terms and Pricing

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
E-Mail	\$50	Telephones	\$35/M	Key Coding	\$5/M

Brokers Welcome

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