

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

86700A

BOOK BUYER AFICIONADOS

Reading is the favorite pastime activity of many. The Book Buyer Aficionados file combines the databases of several publishers and gift catalogers into one comprehensive consumer database. These avid book buyers and readers have purchased their preferred reading material from the topics listed. With many selects to choose from, target the consumer audience that is just right for your mailer. 100% at Home Address.

Total Database - 1,477,663

Available Selects \$5/M

Ad Copy Writing	24,404	Future Strategies	10,654
Addiction Recovery	65,738	Holistic Health	90,643
Christian Spirituality	8,119	Leadership & Management	15,830
Alternative Health	19,736	Longevity & Healing	14,333
Astrology for Life	59,336	Marketing & Sales Management	10,760
Baseball	15,908	Meditation & Prayer	16,730
Buddhism	25,654	Retirement & Financial Guides	15,355
Bus Planning & Raising Capital	20,760	Self-Esteem & Self-Help	54,763
Catholic Book Catalog	15,762	Self Publishing	90,836
Christian Inspiration	24,865	Spirituality & Health	81,653
Creativity & Imagination	14,820	Success Motivation & Inspiration	86,350
Credit & Debt Management	21,763	Women's Spirituality	110,639
Empty Nests & Second Careers	5,111	Writing Skills	10,736
Entrepreneurship	64,608	Yoga Practice & Exercise-Women	16,763
Freelance Mktg, Copywriting, & Graphics	9,630		

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
Email	\$50	Telephones	\$35/M	Key Coding	\$5/M

Brokers Welcome

321 San Anselmo Ave, San Anselmo, CA 94960 • (415) 457-1700 • Fax (415) 459-5162

(800) 850-1711