

# BYRUM & FLEMING

Mailing List Brokerage and Management

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91300B

## BOOK BUYERS AND READING ENTHUSIASTS

The Book Buyers and Reading Enthusiasts Masterfile is one of the most comprehensive lists targeting this audience on the market today. All individuals have responded to direct mail/questionnaires and are at 100% postal address. They should welcome offers relating to the reading topics listed below.

### **Total Database - 6,001,428**

Available Selects \$8/M

Art, Music & Entertainment	997,862
Bestsellers	789,774
Children's Literature	770,881
Classics	37,632
Computers	1,354,289
Cooking & Wine	1,666,812
Fiction	2,899,301
History	998,066
Health & Beauty	1,111,999
Home & Garden	945,006
Language	703,562
Literature	405,210
Mystery/Suspense	1,566,830
Non-Fiction	1,561,204
Religion/Spirituality	199,801
Romance	522,631
Science Fiction	1,462,888
Science/Technology	692,301
Self-Improvement	514,464
Sports	1,100,384
Travel	488,201

### **Terms and Pricing**

List Rental	\$85/M	Recency (3 Mos)	\$20/M	Key Code	\$5/M
Minimum Order	5000	Recency (6 Mos)	\$15/M	Geo Select	\$8/M
Email	\$50	Recency (12 Mos)	\$10/M	Age Select	\$8/M
FTP	\$50	Telephones	\$35/M	Income Select	\$8/M

*Brokers Welcome*

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