

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

47900A

## FOOD & CULINARY CONSUMERS

Overall popularity of cooking shows on the Food Network, increased success of food magazines and celebrity chefs have sparked major consumer excitement in bringing culinary magic to their own kitchens. Active consumers are expanding their palates beyond borders and bringing new and exotic flavors into their kitchens as they search for ways to take a culinary world tour. Responders are anxiously searching for instructional "How To" cooking related videos, newsletters, creative kitchen designs, along with ideas for tasty travel excursions and recipes to actively introduce kids to the kitchen. As excitement to create in the kitchen grows, so does the need for purchases of kitchenware, recipes and information on the art of fine dining and entertaining. On-line shopping and direct mail order catalogs are a great way to reach consumers too busy in the kitchen to shop outside the home. Other areas of demand are shown by popular consumers requests for flavored coffees, teas, exotic spices, herbs and healthy natural foods.

### **Total Database-238,534**

Available Selects \$5/M

Baking & Pastries	13,212
Coffees & Teas	15,389
Exotic Foods	9,543
Fine Dining	32,212
Kitchen Ware	23,118
Mail Order Food & Delicacies	39,467
Natural Foods	29,543
Recipes & Entertaining	29,237
Spices & Herbs	15,542
Wine Connoisseurs	31,271

### **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**