

# BYRUM FLEMING

Mailing List Brokerage and Management  
www.byrumfleming.com

44300B

## FOOD/WINE/GOURMET COOKING CONNOISSEURS

"Bon Appetit!" has been embraced by these Food/Wine/Gourmet Cooking enthusiasts. Never before has such a wide array of specialty items been available to the general public to satisfy any palate. The California wine boom has put the U.S. on the map as a top producer of high quality, affordable wines. The Food/Wine/Gourmet Cooking Connoisseurs file offers the best of both of these categories. Compiled from telemarketing, direct mail response and magazine subscriptions, this list should work well for publishing, newsletters, food/wine catalog mailers, and more!

### Total Database - 4,011,828

Available Selects \$8/M

Cooking/Food/Wine Subscribers	1,961,530
Gourmet Cooking	985,210
Health/Organic/Natural Food Cooking	689,543
Home Style Cooking	488,763
Cooking for Entertaining	864,532
Vegetarian Cooking	762,851
Baking	923,564
Wine Enthusiasts	1,556,502

### Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Geographic Select	\$8/M
E-Mail	\$50	Recency (6 Mos)	\$15/M	Key Code	\$5/M
FTP	\$50	Recency (12 Mos)	\$10/M	Run Charges	\$15/M

*Brokers Welcome*