



Mailing List Brokerage and Management
321 San Anselmo Ave. San Anselmo, CA 94960
800/850-1711 ~ Fax 415/459-5162
<http://www.byrumfleming.com>

98830A

SELF PUBLISHERS

NEW TO MARKET

These enterprises are reinventing the publishing industry by publishing materials, entertainment, literature, booklets, brochures and pamphlets sourced from within themselves and their organizations. They are very active buyers of software, online services and office supplies.

Total Database - 71,189

Selects Available:

Self-Publishers, Books	4,719
SOHO Self-Publishing Enterprises	25,417
Marketing Departments/Activities	8,330
Non-Profit Self-Publishing Enterprises	5,170
Publishing Software Buyers	27,553

Terms and Pricing

List Rental	\$95/M	Recency Select (3 mos)	\$20/M	Gender or title	\$5/M
Minimum Order	3,000	Recency Select (6 mos)	\$15/M	Geography	\$5/M
Email shipping	\$50	Recency Select (12 mos)	\$10/M	Employee size	\$5/M

Brokers Welcome