

WOMEN BOOK AND VIDEO BUYERS

The customer lists of over 50 small publishers have been combined to create a premier database of women book buyers. Select by general interest or professional designation. Segments include entrepreneurship, sales and marketing, skills and self improvement.

Total Database - 208,645

Available Selects \$5/M

Business/Entrepreneur Strategies	49,813
Executive Suite (Presidents and CEO's)	1,544
Human Resources/Recruitment	4,873
Inspiration, Motivation, Determination	51,665
Leadership and Teamwork	10,963
Managers and Supervisors	40,887
Marketing and Sales Skills Improvement	10,768
Organization and Effectiveness	4,287
Training and Development	9,776
Trends and Future	2,165
Nurse Managers	3,121
Personnel Department Managers	18,763

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
E-Mail	\$50	Telephones	\$35/M	Key Coding	\$5/M

Brokers Welcome