

BYRUM FLEMING

Mailing List Brokerage and Management
www.byrumfleming.com

7000A

WOMEN IN HUMAN RESOURCES BOOK BUYERS

In the corporate world, women executives are often the most alert to employee needs and are active book buyers in how to best meet this challenge. This enhanced list provided by Byrum & Fleming consists of women human resource professionals is comprised from several publishing customer databases. The file is 100% Direct Response.

Total Database - 49,426

Available Selects \$5/M

Compensation and Benefits	3,763
HR Directors	7,445
HR Managers	6,987
HR/Personnel Department Staff	22,653
Labor Relations	565
Recruitment and Employment	650
Training and Development Dept. Staff	4,863
Training and Development Directors	955
Training and Development Managers	1,545

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