

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

33400A

YOGA PRACTITIONERS & BOOK BUYERS

Yoga has never been more popular, and is especially favored by affluent consumers who have the time and money to devote to this practice. This list includes practitioners and consumer responders to various yoga products and services. Use the Yoga Practitioners & Book Buyers list with confidence for health and wellness, spirituality, travel, books and self improvement offers in your direct mail, telemarketing or email campaigns.

Total Database - 136,465

Available Selects \$5/M

Yoga Centers & Teachers	1,090
Yoga Practice	22,652
Yoga & Meditation	25,739
Yoga Practice & Exercise-Women Book Buyers	21,651
Yoga & Meditation Supplies Buyers	65,333

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