

Reach Avid Readers and Book Buyers



Reach Avid Readers & Book Buyers. These consumers enjoy and purchase Books, Magazines, and Newspapers online or through subscription.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$120.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

Avid Readers & Book Buyers are typically highly educated men and women who have a passion for reading. These readers and subscribers are savvy shoppers who enjoy buying books and publications online. Reach magazine and newspaper subscribers.

Examples of the reading selects include:

- Audio Books
- Best Sellers
- Decorating
- Financial
- Magazines
- Religious
- Science Fiction

This file is 100% Opt-In and has both email and postal address available for multi-channel marketing campaigns.

Suggested list usage includes Book Club Memberships, Book Store Offers, Magazine Subscription Offers, Newspaper promotions, Credit Card offers, and many others.

Contact Us For More Information

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ID Number	184115
Universe	7,904,596
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	10/20/2005
Counts through	01/18/2013
Selects	
Age	No charge
Age of Child	No charge
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Mail Order Buyer	No charge
Marital Status	No charge
Monthly Hotline	No charge
Online Buyer	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Reading	No charge
Geography	Domestic (US)
Addressing	
ADDITIONAL CREATIVE	\$250.00 /F
EMAIL PERSONALIZATION	\$10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	\$25.00 /F
RUN CHARGE	\$10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES	\$300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES	\$500.00 /F