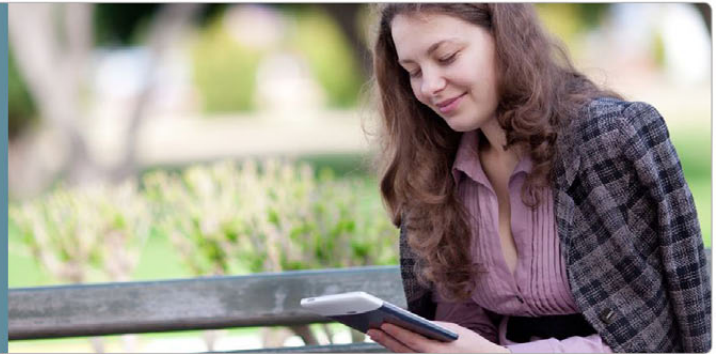


Reach Avid E-Book Readers



The Avid E-Book Readers file is comprised of individuals who own electronic readers and take full advantage of the technology for all of their literary needs and interests.

Segments

Price

Email	\$80.00 /M
SMS	\$100.00 /M

Description

The **Avid E-Book Readers File** is comprised of individuals who own electronic readers and take full advantage of the technology for all of their literary needs and interests. These individuals encompass a broad range of demographics across various age, income, ethnic and cultural backgrounds, while all sharing a love of literature as well as the ease of use and flexibility that an e-book reader offers.

The file contains enthusiasts of various genres of literature, including fiction, non-fiction, novels, classics, short stories, poems and various other types of prose, as well as readers of electronic editions of newspapers, magazines and journals.

The e-book readers include traditional readers such as the Kindle, Nook, iPad and models from other leading manufacturers, as well as multi-functional tablets that also contain e-book capabilities.

Contact Us For More Information

Phone: 1.888.805.DATA (3282)
 Email: info@eTargetMedia.com
 Web: www.eTargetMedia.com

ID Number	311559
Universe	3,414,461
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	08/12/2011
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

> Targeted, Effective Results!
 Targeted, Effective Results!

