



Business and Other Professional Literature - Book Buyers

This database consists of individuals, among them professionals and entrepreneurs, who purchase such books via direct mail, print media response advertisements, the Internet, fax marketing or telemarketing.

Sourced from databases of international mail order companies charged with processing and delivering book orders.

SEGMENTS

2,172,045	Mailing List	\$190/M
1,998,281	Telemarketing List	\$190/M
977,420	Fax List	\$190/M
543,011	Email List	\$190/M

GEOGRAPHY

Worldwide

MINIMUM ORDER

Quantity: 5,000

METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*
Floppy disc 15.00/F each
CD-ROM 50.00/F each
Labels 15.00 / M
Courier charges: at cost, Key Coding available

RECOMMENDED USAGE

Business and Economic Literature - Conferences, Seminars, Workshop

SELECTS

Geography, Job Function / Title, SIC, Monthly Income, Gender, Language
Address: private / business, Recency
Favorite Topic

All Selects: *FREE of charge*

UPDATE FREQUENCY

Every 3 months

DELIVERY

48 hours

COMMISSION

Broker: 20%
Agency: 15%

UNIT OF SALE

US\$ 50 – \$ 1,000

SAMPLE REQUIRED