



Financial Management Book *Buyers*

This database consists of entrepreneurs who regularly purchase books on current management and financial strategies as well as newly released literature presenting up-to-date analyses of global and domestic market trends.

Sourced from international mail order databases.

SEGMENTS

797,538	Mailing List	\$190/M
733,735	Telemarketing List	\$190/M
358,892	Fax List	\$190/M
199,384	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 - Personal
Investment, Insurance, Other Financial Services -
Information Technology Products and Services -
Conferences, Seminars, Workshop - Cultural, Social,
Athletic Events

SELECTS

Geography, Job Function / Title, SIC,
Monthly Income, Gender, Language
Address: private / business, Recency,
Main Subject / Interest

All Selects: *FREE of charge*

UPDATE FREQUENCY

Every 3 months

DELIVERY

48 hours

COMMISSION

Broker: 20%

Agency: 15%

UNIT OF SALE

n/a

SAMPLE REQUIRED