



France – Avid Readers

These databases consist of French mail order buyers who have purchased books on business and other professional topics, and are subscribers to magazines and periodicals; 74% of these French pay by credit card.

Sourced from international mail order companies and periodicals' client databases.

SEGMENTS

163,205	Mailing List	\$190/M
146,884	Telemarketing List	\$190/M
57,121	Fax List	\$190/M
40,801	Email List	\$190/M

GEOGRAPHY

France

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, Workshops
Information Technology Products and Services

SELECTS

Gender, ZIP Code, Recency,
Nationality: French/Foreigner
Address: Business/Private
Monthly income

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



Avid Readers

65,753	Book Buyers – Business and Other Professional Topics
32,224	Books Written in Foreign Languages – Mail Order Buyers
25,554	Magazines and Newspaper Subscribers – Business Addresses
39,674	Magazines and Newspaper Subscribers – Private Addresses

[Please contact us for detailed information on the above selects.](#)