



Germany – Avid Readers

These databases consist of German mail order buyers who have purchased books on business and other professional topics, and are subscribers to magazines and periodicals; 76% of these Germans pay by credit card.

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

SEGMENTS

127,978	Mailing List	\$190/M
117,740	Telemarketing List	\$190/M
51,191	Fax List	\$190/M
38,393	Email List	\$190/M

GEOGRAPHY

Germany

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: German/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

69,076	Book Buyers – Business and Other Professional Topics
37,649	Books Written in Foreign Languages – Mail Order Buyers
30,775	Magazines and Newspaper Subscribers – Business Addresses
45,327	Magazines and Newspaper Subscribers – Private Addresses

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