



Marketing and Sales Book *Buyers*

This database consists of individuals, often business executives and sales and marketing managers, who have recently purchased one or more books on marketing and sales strategies.

Sourced from mailing lists from book publishers and distributors, and bookshops.

SEGMENTS

798,278	Mailing List	\$190/M
734,415	Telemarketing List	\$190/M
359,225	Fax List	\$190/M
199,569	Email List	\$190/M

SELECTS

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

All Selects: *FREE of charge*

GEOGRAPHY

Worldwide

UPDATE FREQUENCY

Every 3 months

MINIMUM ORDER

Quantity: 5,000

DELIVERY

48 hours

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

COMMISSION

Broker: 20%
Agency: 15%

UNIT OF SALE

n/a

RECOMMENDED USAGE

Business and Economic Literature - Personal
Investment, Insurance, Other Financial Services -
Conferences, Seminars, Workshop

SAMPLE REQUIRED