



## Personal Finance Book *Buyers*

*This database consists of* persons who have recently purchased various books on finance of an introductory nature, giving instruction on finance and market trends, and approaches to investment.

*Sourced from* international mail order companies' databases.

### SEGMENTS

758,491	Mailing List	\$190/M
697,812	Telemarketing List	\$190/M
341,321	Fax List	\$190/M
189,623	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 -  
Conferences, Seminars, Workshop - Lotteries and  
Sweepstakes - Charity

### SELECTS

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