

# Avid Readers & Book Buyers



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**Total Universe: 5,207,115**  
**Base Rate: \$85.00/M**

## Description Summary

They say not to judge a book by its cover... but when it comes to mailing lists, you need to make sure you're getting what you need! Our targeted mailing lists are the most accurate and up-to-date databases in the industry. If you're trying to reach book-lovers and reading enthusiasts, look no further than our Avid Readers & Book Buyers mailing list. These candidates are perfect for a wide variety of marketing offers, such as actual book promotions, book stores, reading glasses, electronic reading devices, and much more. Don't just do your marketing "by the book"!

## How Our Data Is Compiled

Our Avid Readers & Book Buyers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

## Consider The Facts

- 98% of survey respondents stated that they read for pleasure
- Americans ages 20 to 24 spent 0.13 hours daily reading, while consumers ages 35 to 44 years spent 0.16 hours reading during an average weekday, and 0.19 hours doing so during weekends or holidays

## Recommended Usage

This database is recommended for many types of offers, including new book launches, book stores, libraries, electronic reading devices (like Kindle or Nook), vision care, book accessories, newspapers and publications, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Ethnicity  
Income  
Education Level  
Marital Status

Occupation  
Presence of Children  
Buying Habits  
Hobbies & Interests  
Magazine Subscriptions

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000  
Price: \$325.00

## Net Name

Floor: 85%  
Minimum Quantity: 25,000  
Run Charges: \$10.00 / M

## Exchanges

Please Inquire

## Reuse

Please Inquire

## Cancellation Charges

Please Inquire

## Sample Mail Piece Required

Please Inquire

## Commission

Standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

Sales Leads • Mailing Lists • Email Marketing • Telemarketing • Graphic Design • Web Design • Lettershop • Printing • Consulting

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