

Avid Readers & Book Buyers

Total Universe: **52,07,115**

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, 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: 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. The 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.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

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

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age	Presence of Children	Dwelling Type	Buying Habits
Gender	Education Level	Marital Status	
Geography	Income	Hobbies & Interests	
Ethnicity	Occupation	Magazine Subscriptions	

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