

Hispanic Book Club Mailing List

Total Universe: **8,53,035**

Base Rate: **\$80.00/M**

Description Summary

The Hispanic Book Club database consists of dedicated Hispanic readers who have a passion for reading. These individuals love to read a variety of books & magazines. Whether you are looking to target readers of poetry, fiction, memoirs, nonfiction, science fiction, biographies, autobiographies or romance novels, the Hispanic Book Club has identified individuals that have responded to both direct mail and online book offers. These avid Hispanic readers will often snuggle up with a good book and a cup of tea on a regular basis.

How Our Data is Compiled

Our File is compiled using multiple sources including: Lifestyle Questionnaires, Memberships, Internet/On-Line Surveys, Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications, Compiled Lists and Controlled Circulations.

Consider the Facts

- ✓ 1 in 6 Americans are of Hispanic origin
- ✓ 65% of Hispanic Americans are millennials (aged 22 to 35)
- ✓ 20% of Hispanic Americans report that they read for fun on a daily basis
- ✓ Hispanic Americans that read tend to have a higher household income than those who do not read on a regular basis

Recommended Usage

These Hispanic Book Club members are excellent prospects for book offers, textbook offers, travel offers, credit offers, retail offers, book club memberships, and 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
HH Income
Marital Status
Net Worth

Religion
Lifestyle
Occupation
Home Owner / Renter

Presence of Children
Gender
Dwelling Type
Purchasing Power

Credit
Education
Donor

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