

Children's Books Buyers

434,300 Last 12 Month Buyers
134,100 with E-mail Addresses

Description: Target known buyers of children's books who have made purchases within the last year either through the Internet, catalogs, or direct marketing. These children's book buyers are known parents who take a great deal of interest in their children's education. Reading is paramount to these families, and these kids can never have enough books. These kids love reading anything they can their hands on, and their parents are more than happy to encourage and indulge these voracious young readers with new book purchases! Be the first to help these children find new favorite books while diversifying their reading lists! Reach these buyers through direct mail, e-mail marketing, and/or telephone. Monthly hotline available.



Selections include: Age, Income, Lifestyle Interest, Gender, Recency, Frequency, Dollar Amount, and E-mail Address

Ideal prospects for: Children's Publications, Women's Magazines, Specialty Catalogs, and Retail Offers

BASE (includes all selects) \$80/M

MATERIAL CHARGES

E-mail \$50/F

ADDITIONAL SELECTION CHARGES

SCF	\$5/M
State	\$5/M
Zip Code	\$5/M
Run Charges	\$8/M
E-mail Address	\$85/M
Deployment	\$10/M

Minimum Postal Order: 5,000

Minimum E-mail Order: 20,000

Net Name Policy: Please Inquire

Rental Price is for one time usage

Update Schedule: June 2010

For all inquiries, counts and orders please contact:
Marketing Department
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