

# Datamatrix 2017



## Readers World - Mail Order Buyers

Mail Order Buyers of Books and/or Magazines by reading interest. 30% BROKER COMMISSION!



### SEGMENTS

10,878,342	Total Universe / Universe Rate	\$70.00/M
	Non-Profit Rate	\$60.00/M
	1 Month Hotline	+ \$15.00/M
	3 Month Hotline	+ \$10.00/M
	6 Month Hotline	+ \$5.00/M
	Reading Interest:	+ \$12.00/M
556,699	Astrology	+ \$12.00/M
965,689	Computer/Technology	+ \$12.00/M
2,402,672	Cookbook/Culinary	+ \$12.00/M
1,912,467	Country Living	+ \$12.00/M
2,985,350	Entertainment	+ \$12.00/M
2,086,929	Fashion/Style	+ \$12.00/M
3,140,528	Health/Ailment	+ \$12.00/M
39,670	Home Study Courses	+ \$12.00/M
2,257,593	Interior Design/Decorating	+ \$12.00/M
2,451,101	Juvenile/Childrens	+ \$12.00/M
5,013,956	Mail Order Books	+ \$12.00/M
8,772,323	Mail Order Magazines	+ \$12.00/M
302,771	Military	+ \$12.00/M
2,150,311	Natural Health/Healthy Living	+ \$12.00/M
3,706,957	New Releases/Best Sellers	+ \$12.00/M
810,511	Relationship	+ \$12.00/M
2,681,753	Romance	+ \$12.00/M
691,285	Science Fiction	+ \$12.00/M
274,618	Self Improvement	+ \$12.00/M
1,886,360	Spiritual/Bible	+ \$12.00/M
1,545,677	Sports	+ \$12.00/M
280,648	Suspense/Mystery	+ \$12.00/M
1,121,068	World Events/Politics	+ \$12.00/M

### ID NUMBERS

<b>Manager ID</b>	<b>217439</b>
<b>NextMark ID</b>	<b>133129</b>
<b>mIn ID</b>	<b>888443-000</b>
<b>SRDS ID</b>	<b>888443-000</b>

### MEDIA TYPE

**Consumer**  

### SOURCE

Compiled lists, Lifestyle questionnaire

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	<b>09/17/2007</b>
New to Manager	<b>09/17/2007</b>
Counts Through	<b>01/01/2018</b>

### DATA CARD MAINTENANCE

New To System	<b>09/12/2007</b>
Last Update	<b>01/08/2018</b>
Next Update	<b>03/31/2018</b>
Update Frequency	<b>QUARTERLY</b>

### DESCRIPTION

Readers World has assembled a community of 100% Mail Order Buyers of Books and/or Magazines. These avid readers not only enjoy reading about their favorite topics, but many actively participate in them as hobbies, lifestyles or professions. As consumers, this group is prime with a median age of 38 and median income of \$55,000. This list is highly recommended for all publishers and book clubs. It is also excellent for credit, travel, hobby, health and gift offers. This file has publishing black-out dates. It is recommended to have your mail piece pre-approved.

### SELECTS

3 MONTH HOTLINE	<b>\$10.00/M</b>
6 MONTH HOTLINE	<b>\$5.00/M</b>

### AVERAGE INCOME

Value	<b>\$55,000.00</b>
-------	--------------------

### MINIMUM ORDER

AGE	<b>\$7.00/M</b>		
AGE OF CHILDREN	<b>\$15.00/M</b>	Minimum Quantity	<b>3,000</b>
COUNTY	<b>\$5.00/M</b>	Minimum Price	<b>\$250.00</b>
DATE OF BIRTH	<b>\$25.00/M</b>		
DWELLING TYPE	<b>\$15.00/M</b>		
ETHNICITY	<b>\$15.00/M</b>		
GENDER OF CHILD	<b>\$15.00/M</b>		
GENDER/SEX	<b>\$10.00/M</b>		
INCOME SELECT	<b>\$7.00/M</b>		
LIFESTYLE SELECT	<b>\$15.00/M</b>		
MARITAL STATUS	<b>\$10.00/M</b>		
MONTHLY HOTLINE	<b>\$15.00/M</b>		
OCCUPATION	<b>\$15.00/M</b>		
SCF	<b>\$5.00/M</b>		
STATE	<b>\$5.00/M</b>		
ZIP	<b>\$5.00/M</b>		

---

**MANAGER**

**Datamatrix Lists**

<http://www.datamatrixlists.com>

---

**GENDER**

Male	<b>30%</b>
Female	<b>70%</b>

---

**COMMISSIONS**

Broker	<b>30%</b>
Agency	<b>15%</b>

---

**NET NAME ARRANGEMENTS**

**Net Name is allowed**

Floor	<b>85%</b>
Minimum Quantity	<b>25,000</b>
Run Charges	<b>\$10.00/M</b>

---

**EXCHANGES**

**Exchange is not allowed**

---

**REUSE**

**Reuse is allowed**

Minimum Quantity	<b>0</b>
Run Charge	

---

**CANCELLATION**

Charges

---

**KEY CODING**

**Key Coding is available**

Charges	<b>\$3.00/M</b>
---------	-----------------

---

**ADDRESSING**

CARRIER ROUTE CODE	<b>\$5.00/M</b>
EMAIL	<b>\$50.00/F</b>
FTP	<b>\$75.00/F</b>
RUN CHARGE	<b>\$10.00/M</b>

---

**SPECIAL INSTRUCTIONS**

---

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact