

# Readers World - Mail Order Buyers

MID: 888443-000

----- SRDS UPDATED/CONFIRMED -----  
 Jun 2, 2011

----- SELECTIONS WITH COUNTS -----  
 Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Universe	10,278,342	*\$70.00
<b>Reading interest:</b>		
Astrology	556,699	+12.00
Computer/technology	965,689	+12.00
Cookbook/culinary	2,402,672	+12.00
Coutry living	1,912,467	+12.00
Entertainment	2,985,350	+12.00
Fashion/style	2,086,929	+12.00
Health/ailment	3,140,528	+12.00
Home study courses	39,670	+12.00
Interior design/decorating	2,257,593	+12.00
Juvenile/children's	2,451,101	+12.00
Mail order books	5,013,956	+12.00
Mail order magazines	8,772,323	+12.00
Military	302,771	+12.00
Natural health/healthy living	2,150,311	+12.00
New releases/best sellers	3,706,957	+12.00
Relationship	810,511	+12.00
Romance	2,681,753	+12.00
Science fiction	691,285	+12.00
Self improvement courses	274,618	+12.00
Spiritual/bible	1,886,360	+12.00
Sports	1,545,677	+12.00
Suspense/mystery	280,648	+12.00
World events/politics	1,121,068	+12.00

(\* Non-profit rate, 60.00/M.  
 Net name arrangement (minimum 25,000) 85% plus 10.00/M  
 running charges.

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
1 Month Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
County	\$5.00	M	extra	
Date Of Birth	\$15.00	M	extra	
Dwelling Type	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender Of Child	\$15.00	M	extra	
Gender	\$10.00	M	extra	

----- PERSONNEL -----

**List Owner**

Datamatrix Lists  
 3530 Route 27, 2nd Floor  
 Kendall Park, NJ 08824  
 Phone: 732-940-1500  
 Fax: 732-940-1501  
 E-mail: [sales@datamatrixlists.com](mailto:sales@datamatrixlists.com)

**Contact Title Phone Fax E-mail**

List Manager 732- 732- [sales@datamatrixlists.com](mailto:sales@datamatrixlists.com)  
 940- 940-  
 1500 1501

----- SUMMARY DESCRIPTION -----

Mail order buyers of books and/or magazines by reading interest.  
 30% male, 70% female.

----- DATACARD 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. AVERAGE INCOME: \$55,000.00

**SRDS Classification**

USA Consumer 515 Book Buyers-Consumer

----- LIST SOURCE -----

Source	Note
Compiled	Lifestyle Questionnaire

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% commission to brokers.  
 10% commission to managers.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
Diskette	\$50.00		fee	
E-mail	\$50.00		fee	
CD ROM	\$50.00		fee	

----- RESTRICTIONS -----

Net name is allowed. Exchange is not allowed. Reuse is allowed.

----- UPDATE SCHEDULE -----

Income Select	\$7.00	M	extra	Updated monthly.
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Monthly Hotline	\$15.00	M	extra	
Occupation	\$15.00	M	extra	
SCF	\$5.00	M	extra	
State	\$5.00	M	extra	
Zip	\$5.00	M	extra	
Key Coding	\$3.00	M	extra	
Run Charge	\$10.00	M	extra	
Carrier Route Code	\$5.00	M	extra	