

**Readers World - Mail Order Buyers**

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

**SEGMENTS**

<b>10,878,34</b>	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
<b>2</b>		
<b>0</b>	Non-Profit Rate	\$60/M
<b>0</b>	1 Month Hotline	\$15/M
<b>0</b>	3 Month Hotline	\$10/M
<b>0</b>	6 Month Hotline	\$5/M
<b>0</b>	Reading Interest:	\$12/M
<b>556,699</b>	Astrology	\$12/M
<b>965,689</b>	Computer/Technology	\$12/M
<b>2,402,672</b>	Cookbook/Culinary	\$12/M
<b>1,912,467</b>	Country Living	\$12/M
<b>2,985,350</b>	Entertainment	\$12/M
<b>2,086,929</b>	Fashion/Style	\$12/M
<b>3,140,528</b>	Health/Ailment	\$12/M
<b>39,670</b>	Home Study Courses	\$12/M
<b>2,257,593</b>	Interior Design/Decorating	\$12/M
<b>2,451,101</b>	Juvenile/Childrens	\$12/M
<b>5,013,956</b>	Mail Order Books	\$12/M
<b>8,772,323</b>	Mail Order Magazines	\$12/M
<b>302,771</b>	Military	\$12/M
<b>2,150,311</b>	Natural Health/Healthy Living	\$12/M
<b>3,706,957</b>	New Releases/Best Sellers	\$12/M
<b>810,511</b>	Relationship	\$12/M
<b>2,681,753</b>	Romance	\$12/M
<b>691,285</b>	Science Fiction	\$12/M
<b>274,618</b>	Self Improvement	\$12/M
<b>1,886,360</b>	Spiritual/Bible	\$12/M
<b>1,545,677</b>	Sports	\$12/M
<b>280,648</b>	Suspense/Mystery	\$12/M
<b>1,121,068</b>	World Events/Politics	\$12/M

**ID NUMBERS**

MANAGER	
NEXTMARK ID	<b>217439</b>
MIN ID	<b>133129</b>
SRDS ID	<b>888443-000</b>

**MEDIA TYPE**

Consumer	 
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**SOURCE**

Lifestyle questionnaire. Compiled lists

**GEOGRAPHY**

United States

**OPT-IN**

**MAINTENANCE**

MARKET ENTRY	<b>09/17/2007</b>
NEW TO MANAGER	<b>09/17/2007</b>
COUNTS THROUGH	<b>09/01/2014</b>
<b>DATA CARD MAINTENANCE</b>	
NEW TO SYSTEM	<b>09/12/2007</b>
LAST UPDATE	<b>09/10/2014</b>
NEXT UPDATE	<b>12/31/2014</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.

**PROFILE**

**SELECTS**

3 MONTH HOTLINE	\$10/M
6 MONTH HOTLINE	\$5/M
AGE	\$7/M
AGE OF CHILDREN	\$15/M
COUNTY	\$5/M
DATE OF BIRTH	\$25/M
DWELLING TYPE	\$15/M
ETHNICITY	\$15/M
GENDER OF CHILD	\$15/M
GENDER/SEX	\$10/M
INCOME SELECT	\$7/M
LIFESTYLE SELECT	\$15/M
MARITAL STATUS	\$10/M
MONTHLY HOTLINE	\$15/M
OCCUPATION	\$15/M
SCF	\$5/M
STATE	\$5/M
ZIP	\$5/M

**AVERAGE INCOME**

VALUE	<b>55,000</b>
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**MINIMUM ORDER**

MINIMUM QUANTITY	<b>3,000</b>
MINIMUM PRICE	<b>\$250</b>

**COMMISSIONS**

BROKER	30%
AGENCY	15%

**NET NAME ARRANGEMENTS**

<b>NET NAME IS ALLOWED</b>	
FLOOR	<b>85</b>
MINIMUM QUANTITY	<b>25,000</b>
RUN CHARGES	\$10/M

**EXCHANGES**

**EXCHANGE IS NOT ALLOWED**

**REUSE**

<b>REUSE IS ALLOWED</b>	
MINIMUM QUANTITY	<b>0</b>
RUN CHARGE	\$0/M

**MANAGER**

Datamatrix Lists  
<http://www.datamatrixlists.com>

GENDER	
MALE	30%
FEMALE	70%

CANCELLATION CHARGES	

KEY CODING	
<b>KEY CODING IS AVAILABLE</b>	
CARGES	\$3/M

ADDRESSING	
RUN CHARGE	\$10/M
EMAIL	\$50/F
CARRIER ROUTE CODE	\$5/M
FTP	\$75/F

SPECIAL INSTRUCTIONS	

**CONTACTS**

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\* = PRIMARY CONTACT