



Publishers Digest Book Buyers

675,000	30 Day Hotline	\$90/M
	Fundraising	\$75/M

Description:

Publishers Digest represents a responsive audience of consumers who have purchased a wide range of special interest books on a "bill me later" basis, most often from a magazine they subscribe to. These consumers have spent an average of \$40 in response to direct mail and outbound telemarketing offers from publishers. Their purchases include books on history, pop culture, gardening, sports, cookbooks and reference books.

Selections:

Age	\$11.00/M
Income	\$11.00/M
Gender	\$6.00/M
Homeowner	\$11.00/M
Dwelling Type	\$11.00/M
Length of Residence	\$11.00/M
Geography	\$6.00/M
Ethnicity / Religion	\$11.00/M
Multi Mail Order Buyers	\$11.00/M
Marital Status	\$6.00/M
Apparel Buyers by Type: <i>Women's, Men's, Pre-Teen, Intimate Apparel</i>	\$11.00/M
Mail Order Buyer by Type: <i>Catalog; General Merchandise; Children's Reading; Health, Fitness, Exercise; Entertainment; Books, Music; Magazines; Investment, Financial Opportunities; Beauty Products; Sweepstakes</i>	\$11.00/M
Credit Card Type	\$11.00/M
Donor	\$11.00/M
Hobby Buyers by Type: <i>Craft's, Sewing - Buyer; Fishing; Gardening; Gourmet Cooking / Fine Food; Hunting/Shooting; Motorcycle; NASCAE; or Stamps, Coins, Collectibles</i>	\$11.00/M

Please inquire for additional selections!

AVRICK DIRECT, INC.

1021 Tremonto Road, Santa Barbara, CA 93103
Ph: 805.683.6551 • Fax: 805.683.6553 • www.avrick.com

LIST TYPE

30 Day Hotline

UNIVERSE

6 Month 4,050,000

GEOGRAPHY

United States

SOURCE

Telemarketing and direct mail

GENDER PROFILE

40% Male / 60% Female

MINIMUM ORDER

5,000 minimum order

MEDIA TYPE

Email/FTP: \$50 Flat
CD Rom/Cartridge: \$35 Flat

ORDERS OR COUNTS FOR THIS QUALITY LIST:

Orders: orders@avrick.com
Counts: counts@avrick.com
Phone: (805) 683-6551
Fax: (805) 683-6553

CONTACT INFORMATION

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