

Listopedia Consortium Ardent Readers

4,265,348	Total Universe/Base Rate	\$120/M
	Email	\$120/M
	Postal	\$120/M

The Ardent Readers file consists of well educated men and women who are passionate about reading.

These subscribers enjoy buying books and publications online.

This opted-in file has both email and postal addresses available.

Recommended Usage: Test this file for books, book clubs, magazines, newspapers and more.

Special Instructions:

Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.

MAG List Code	TLC037
Minimum Order	10,000
List Type	Consumer
Opt-In	Confirmed Opt-In
Source	Internet/On-Line

SELECTS

Age	No Charge
Age of Children	No Charge
Gender	No Charge
Geography	No Charge
Home Owner	No Charge
Income	No Charge
Lifestyle Select	No Charge
Mail Order Buyers	No Charge
Marital Status	No Charge
Monthly Hotline	No Charge
Online Buyers	No Charge
Presence of Children	No Charge

ADDRESSING

Additional Creative	\$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	\$10/M
Suppression <250K	\$300/F
Suppression >250K	\$500/F
Tracking	No Charge

Sample Mailing Piece Required

Manager

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