

BOOK BUYERS - INDIA

LIST DESCRIPTION:

This file consists of affluent buyers of various books direct from reputed publishing house/s in India. These are urban, educated individuals seeking the most current information on various aspects of business, living & lifestyle as well as on matters of leisure, health and the spirit. They are mature, active professionals in various fields, Executives, businessmen and bureaucrats.

The publishing houses have exclusive association with few of the world's largest publishers. The publishers distributes books on a wide variety of subjects, such as Health, World Affairs, History, Geography, Science, Management, Lifestyle enhancement, Sex, Beauty, Fitness, as well as Business and Finance, along with other titles.

All books are sold by direct mail. Payments are received by means of Credit Card, VPP through the postal service or Bank Demand Draft. Average title sells at Rs.650.00 (US\$13.00). Some of the select titles are sold in greater numbers priced between Rs.600 - Rs. 3000. (US\$12 to US\$60)

These book-buyers are highly responsive to direct mail offers from International Magazines, Books or products such as Music CD's, VCD's, Financial, Business, Educational and Consumer products.

Publishers have their own in-house marketing activities, constantly mailing to this list with new offers.

<u>QUANTITY:</u>	Active Buyers 46,830	Expires 87,672
<u>RENTAL</u> <u>COST:</u>	US\$210 per 1,000 Buyers	US\$175 per 1,000

<u>TOTAL:</u>	134,502
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Expires segment consist of 3 years plus buyers. This too is updated by regular mailings, the last of which was done during the last 12 months. All nixies are being deleted after each mailing.

SELECTIONS AVAILABLE: By nth name, flagging at US\$5 per 1,000. By state/city, at US\$10 per 1000. By order value, frequency of purchase, recency (actives), multibuyers at US\$15 per 1000.

<u>MINIMUM</u> <u>QUANTITY:</u>	5,000	<u>DELIVERY:</u>	2 - 3 weeks
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ADDRESSING: Email at US\$20 Per List.
Keycoding @ US\$5 per 1,000.

LETTERS SHOPPING: Addresses supplied to approved lettershops for one-time use only. Copying is forbidden. List is seeded to detect unauthorised use.

For mailers within India, lettershopping must be done by the list owner.

Note: - Costs and counts are subject to change.