

BOOK BUYERS LIFESTYLE EUROPE

05/15/2006

Name & Postal Address €250/M

Business-

98,299 Name & Email Address * €250/M

158,976 Name, Full Mailing ** €470/M

Address & Phone

Phone & Partial Mailing €250/M

78,992 Name & Fax €250/M

Mail+Phone+Fax+Email ** €600/M

Private-

58,056 Name & Email Address * €250/M

152,764 Name, Full Mailing ** €470/M

Address & Phone

Phone & Partial Mailing €250/M

27,922 Name & Fax €250/M

Mail+Phone+Fax+Email ** €600/M

----- DATE -----

05/15/2006 UPDATED

05/15/2006 CONFIRMED

----- UNIT OF SALE -----

N/A

----- GENDER -----

% N/A

CAN SELECT

----- MEDIA -----

SEE TEXT

----- ADDRESSING -----

DISKETTE OR EMAIL

----- SELECTIONS -----

N/C JOB TITLE SELECT

N/C BUS/INDUSTRY TYPE

N/C GEO SELECT

N/C EMAIL DELIVERY

€20.00 DISKETTE (FLAT FEE)

€50.00 CD-ROM (FLAT FEE)

N/C GENDER/SEX

----- MINIMUM ORDER -----

5,000

* Transmission fee @ €50/M

** Data supplied for multiple use

They are avid readers on topics including fashion, travel, gastronomy, sports, and all sorts of hobbies: Photography, carpentry, gardening, sailing, private aviation, art collection, and many others. They buy books from direct marketing offers made by mail, fax, phone or Email broadcast.

Additional Selection:
 Monthly Income @ N/C

Monthly Income:
 Over EUR 6,000
 EUR 3,000 - 6,000
 Below EUR 3,000

Job Title: Chairman, Managing Director, President, CEO, CFO, CIO, CTO, CMO, Vice President, General Manager, Other Senior Managers, Middle/Junior Executives, Specialists/Professional

Industry: Agriculture, Forestry, Fishing, Mining, Construction, Food and Beverages, Tobacco, Textile and Apparel, Chemicals, Pharmaceuticals, Allied Products, Wood Products, Printing and Publishing, Plastic, Rubber and Leather Products, Stone, Clay, Glass, and Concrete Products, Primary Fabricated Metal, Machinery and Transport Equipment, Electric, Electronic, and Nuclear Equipment, Precision Instruments, Other

Products, Transport Services, Communication
 Services, Utilities, Wholesale and Retail
 Trade, Banking Finance, Insurance, Real
 Estate, Hotels and Other Lodging Services,
 Gastronomy, Business Services, Personal
 Services, Health Care, Public
 Administration, Other Services

| Geographical: | Business | Private |
|--------------------|----------|---------|
| Western Europe- | 137,903 | 215,245 |
| Andorra | 51 | 423 |
| Austria | 5,331 | 8,873 |
| Belgium | 5,502 | 9,159 |
| Cyprus | 426 | 24 |
| Denmark | 4,996 | 8,315 |
| Faroe Islands | 30 | 275 |
| Finland | 5,980 | 9,953 |
| Aland Islands | 29 | 79 |
| France | 15,277 | 26,558 |
| Germany | 16,016 | 26,658 |
| Greece | 4,049 | 674 |
| Iceland | 129 | 428 |
| Ireland | 4,191 | 6,976 |
| Italy | 14,523 | 24,173 |
| Liechtenstein | 35 | 195 |
| Luxembourg | 392 | 653 |
| Malta | 286 | 24 |
| Monaco | 424 | 555 |
| Netherlands | 8,126 | 13,525 |
| Norway | 5,083 | 8,461 |
| Portugal | 5,791 | 2,410 |
| Azores | 46 | 77 |
| Madeira | 49 | 82 |
| San Marino | 19 | 16 |
| Spain | 7,662 | 14,028 |
| Canary Islands | 355 | 295 |
| Ceuta | 134 | 223 |
| Melilla | 133 | 222 |
| Switzerland | 7,041 | 13,523 |
| Sweden | 5,165 | 8,597 |
| United Kingdom | 12,480 | 26,438 |
| Gibraltar | 9 | 15 |
| Guernsey | 12 | 19 |
| Isle of Man | 14 | 23 |
| Jersey | 16 | 27 |
| Vatican | 1 | ----- |
| Eastern Europe- | 69,339 | 12,855 |
| Albania | 254 | ----- |
| Belarus | 1,272 | ----- |
| Bosnia-Herzegovina | 1,388 | ----- |
| Bulgaria | 4,220 | ----- |
| Croatia | 2,027 | ----- |
| Czech Republic | 5,159 | 1,083 |
| Estonia | 1,505 | ----- |
| Hungary | 6,657 | 9,679 |
| Kosovo | 999 | ----- |
| Latvia | 1,646 | ----- |

| | | |
|--|--------|-------|
| Lithuania | 1,865 | ----- |
| Macedonia | 208 | ----- |
| Moldova | 1,022 | ----- |
| Poland | 9,239 | 2,021 |
| Romania | 2,839 | 72 |
| Russia | 23,704 | ----- |
| Serbia and Montenegro | 1,489 | ----- |
| Slovakia | 641 | ----- |
| Slovenia | 1,390 | ----- |
| Ukraine | 1,817 | ----- |
| European Territories/ Dependencies In Other Regions- | | |
| Denmark: | | |
| Greenland | 36 | 179 |
| France: | | |
| French Guyana | 215 | 199 |
| French Polynesia | 255 | 141 |
| Guadeloupe | 926 | 280 |
| Mayotte | 101 | 112 |
| Martinique | 1,514 | 252 |
| New Caedonia | 192 | 492 |
| Reunion | 247 | 103 |
| St Pierre et Miquelon | 1 | 2 |
| Wallis and Futuna | 13 | 21 |
| Netherlands: | | |
| Aruba | 580 | 241 |
| Netherlands Antilles | 1,611 | 168 |
| UK: | | |
| Anguilla | 660 | 628 |
| Bermuda | 630 | 131 |
| British Indian Ocean Territory | 1 | 2 |
| British Virgin Islands | 388 | 18 |
| Cayman Islands | 305 | 203 |
| Falkland Islands | 9 | 7 |
| Montserrat | 328 | 46 |
| Pitcairn Islands | ----- | 1 |
| South Georgia and The South Sanwich Islands | 8 | 1 |
| St Helena | 5 | 1 |
| Turks and Caicos Island | 74 | 41 |

Media: 100% Book Shops, Book Distributors,
 Mail Order Book Companies

