

**BOOK BUYERS LIFESTYLE THE AMERICAS**

05/15/2006

Lifestyle Book Buyers-		
<b>US:</b>		----- DATE -----
18,336 Business *		
24,011 Private *		05/15/2006 CONFIRMED
<b>Canada:</b>		----- UNIT OF SALE -----
18,927 Business *		N/A
24,784 Private *		----- GENDER -----
<b>International:</b>		% N/A
102,116 Business *		CAN SELECT
49,648 Private *		----- MEDIA -----
		100% DIRECT MAIL
		SEE TEXT
<b>* Pricing:</b>		----- ADDRESSING -----
<b>US and Canada-</b>		DISKETTE OR EMAIL
Business and Private:		----- SELECTIONS -----
Name & Postal Address €150/M		N/C JOB TITLE SELECT
Name & Email Address ** €150/M		N/C BUSINESS ADDRESS
Name, Full Mailing *** €300/M		N/C BUS/INDUSTRY TYPE
Address & Phone		N/C GEO SELECT
Phone & Partial Mailing €150/M		N/C HOME ADDRESS
Name & Fax €150/M		N/C EMAIL DELIVERY
Mail+Phone+Fax+Email *** €400/M		€20.00 DISKETTE (FLAT FEE)
<b>International-</b>		€50.00 CD-ROM (FLAT FEE)
Business and Private:		N/C GENDER/SEX
Name & Postal Address €250/M		----- MINIMUM ORDER -----
Name & Email Address ** €250/M		5,000
Name, Full Mailing *** €470/M		
Address & Phone		
Phone & Partial Mailing €250/M		
Name & Fax €250/M		
Mail+Phone+Fax+Email *** €600/M		

\*\* Optional 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:  
 Below USD 3,000  
 USD 3,000 - 6,000  
 Over USD 6,000

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