

Family Readers Club



Description:

Family Readers Club offers over 150 magazine titles. Each consumer received an out-bound telemarketing call from Family Readers Club which offers 6 different magazines for a 1 year to 3 year subscription. They have spent anywhere from \$700 to \$1000 via credit card.

These subscribers are health conscious, sports enthusiasts and business savvy. They like to decorate their homes, work in their gardens and play with their cars.

This list should work well for other Magazine and vacation offers, sweepstakes, credit card and catalog offers.

For more information, please contact Mary Thompson at mthompson@infomatbiz.com

List Usage:

Adviser Investments
Communique Media (Winston's)
Courtney Smith's Wall St. Wealthbuilder
Cyclical Investing
Eagle Publishing
Economist
Energy in Focus
Flaherty Financial News
International Strategist
Swiss Confidential
Oil & Energy
Oxford Club
The Cheap Investor

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InfoMat, Inc.

Integrity, honesty and great customer service

Total File

115,125 \$95/M

List Profile

Source: Telemarketing
Average
Unit of sale: \$700-\$1000
Gender: 60% Female
40% Male
Income: \$50,000

Other Selections

Zip: \$8/M
SCF: \$8/M
State: \$8/M
Gender: \$8/M

Addressing

Email/FTP: \$55 flat fee

Requirements

A signed List Rental Agreement is required for all orders. A current sample mailing piece is required for List owner approval. All orders are for a one-time use only.

Commission/Fees

20% commission to brokers.
Orders cancelled after mail date are due and payable in full. Orders cancelled after production are subject to run charges of \$10/M, plus any selection and shipping charge and a \$50 cancellation fee.
Pre-payment required for all new customers. A 45-day payment guarantee from mail date required with all orders. Re-uses must be pre-cleared.

Minimum Order: 5,000

Maintenance: Bi-Annual

Updated 10/09