



The Premier Provider of Permission-Based Marketing Solutions

VayanDirect Book Buyers

VayanDirect's Book Buyers file consists of men and women who are interested in satisfying their love of reading. This group is direct mail and online responsive and eager to respond to new offers. These individuals respond well to offers for books, seminars, subscriptions, fund-raising, and consumer merchandise. This file provides an evolving, innovative database that ensures access to a unique list of consumers and their most recently confirmed contact and demographic information.

Total Direct Mail File Size
1,322,265

Total Email Mail File Size
322,804

Total Telemarketing Mail File Size
408,267

Base Price:

US Direct Mail	\$80/M
US Email	\$125/M
Telemarketing	\$250/M

Selects:

Key Coding	\$2/M
Geo (State/SCF/Zip)	\$7/M
Gender	\$7/M

Demographics	\$10/M
Lifestyle/Interest	\$15/M
30-Day Responder	\$20/M

12-Month Hotline	\$10/M
6-Month Hotline	\$15/M
3-Month Hotline	\$20/M

Minimum Order	7,500
Net Name	50,000

Policy

Sample mailing piece or telemarketing script is required for List Owner approval. All rentals are for a one-time usage only. Please inquire for unlimited use pricing. Re-uses must be cleared by the List Owner prior to mailing.

Orders cancelled after fulfillment and before the mail date will incur an \$85/M cancellation fee, \$10/M running charge, selection fees, and shipping fee. Orders cancelled after the mail date must be paid in full.

Commissions paid to recognized list brokers, advertising agencies, and sales agents.

Demographic Selects

Age
Income
Buyer/Responder
Mail Order Buyers
Online Responder
Length of Residence
Presence of Children
Number of Children
Age of Children
Homeowner
Dwelling type
Renter
Marital Status
Home Value
Net worth
CC Holder
Occupation
Education Level
Political Affiliation
Ethnicity
Religion
Vehicle Data

30 Day Response Hotline Offer Categories

Auction
Auto Shopping
Bankruptcy
Cable/Internet Services
Computer Products
Consumer Products
Credit Cards
Dating Services

Debt Management
Education/Scholarships
Electronics
Entertainment
Financial/Loan Products
Food
Gifts & Collectibles
Health, Beauty and Fitness
Home Business
Home Improvement
Insurance Services
Investments
Legal Services
Membership Clubs
Military
Mortgage
Research and Surveys
Sweepstakes/Premiums
Tax Services
Telecom, Long Distance
Telecom, Wireless
Travel

Lifestyle/Interest Selects

Boating/Sailing
Camping/Hiking
Casino Gambling
Charitable Causes/Donors
Collectibles/Collecting
Contests/Sweepstakes
Dieting
Fitness
Electronics
Computers

Online Access
Fishing
Hunting
Cigars
Foreign Travel
Business Travel
Family Travel
Frequent Travelers
Timeshares
Gardening
Organic Gardening
Cooking, Baking, Culinary Arts
Home Decorating
Home Improvement
Investing
Motorcycle Owners
RV Owners
NASCAR
Winter Sports
Sports
Fashion and Apparel
Plus Size Fashion
Pet Owners
Photography
Traveling
Vehicle Owners/Information
Wine
Music Type
Reading Interest
SCUBA
Scrapbooking
Yoga/Pilates
Ailments
Cell Phone Owners



Contact our sales team today for updated counts or for additional information.

Jon Neveloff
VP OF DATA ACQUISITION
P 561.955.9660 x247
F 561.955.9151
E jon.neveloff@vayan.com

Theresa Dali
ACCOUNT MANAGER
P 561.955.9660 x242
F 561.955.9151
E theresa.dali@vayan.com