

## Book Buyers - India

**Expires** **94,873**  
**Active Buyers** **39,629 / \$210.00/M**

This file consists of affluent buyers of various books direct from various reputed publishing houses in India. These are urban, educated and discriminating 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.

Reciprocation is not required.

### Prices are quoted in US Dollar

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 15%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

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## ► Exclusive!

INDIA

**Date Recommended:** 6/13/11

**Recommended By:**

Jennifer Cowden

[jennifercowden@jrdirect.com](mailto:jennifercowden@jrdirect.com)

**Datacard updated:** 6/13/2011

**Update Frequency:** Not Updating

**Unit of Sale:**

US \$12 to \$60

**Source:**

100% Direct Mail

**Selections:**

Expires Base Rate \$175.00 / M

State/City \$10.00 / M

Recency/Actives \$15.00 / M

Multibuyers \$15.00 / M

Keycoding \$5.00 / M

**Addressing:**

E-Mail \$20.00 / F

**Minimum Order:**

5,000 records

**Sample required**

Members of: ADMA, BCAIM, CMA,  
DMA, DMAI, FEDMA