

## Business Magazines Subscribers - India

**Active Subscribers** **99,958 / \$190.00/M**

Business Magazine Subscribers consists of subscribers to the English language fortnightly & monthly business magazines. It represents upwardly mobile individuals who are well informed about the business environment in the country and like to be up to date on the economic, financial and business market trends. Most readers are in the age group of 25-50. They live in the urban cities of India, belong to the upper income group. They are professional senior executives who are well educated in their field of expertise. The readership is predominately male. 60% subscribers are at residential address and 40% are at business address.

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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(ext 146)

## ► Exclusive!

INDIA

**Date Recommended:** 4/28/10

**Recommended By:**

Sheri Tanner  
sheritanner@jrdirect.com

**Datacard updated:** 4/15/2010

**Update Frequency:** Frequently

**Source:**

100% Direct Mail

**Age:**

Age Group 25 - 50

**Selections:**

Recency	\$15.00 / M
Flagging	\$5.00 / M
Keycoding	\$5.00 / M
Residential	\$10.00 / M

**Addressing:**

E-Mail \$20.00 / F

**Minimum Order:**

5,000 records

**Sample required**

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