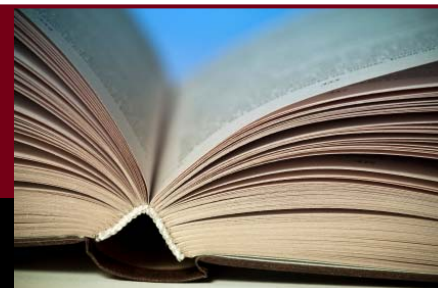


Bookspan Ride-Along

2,536,000 Annually

Media Rate: \$65.00/M



Reach a diverse audience of Bookspan club members with a wide range of interests. Package enclosures will be distributed in positive-order book shipments from the following clubs: Book-of-the Month, Columbia House DVD Club, Crafter's Choice, Crossings, Doubleday, History, Large Print, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American and The Good Cook.

CONSUMER PROFILE

- 81% Female
- Average Age: 54
- Median Income: \$59,000
- College-Educated
- 83% Own primary residence
- 83% Married
- 46% Contributed to charity in the past year
- 49% Purchased household furnishings in the past year
- 36% Employed in professional/technical fields
- 20% are retired

PROGRAM COUNTS PER CYCLE

Inquire for program counts per cycle

PROGRAM USAGE

- Apparel
- Checks
- Collectibles/Coins
- Food Delivery Service
- Fundraising
- Figurines
- Health/Wellness
- Holiday Merchandise
- Home Décor
- Insurance
- Jewelry
- Language
- Magazine Subscription
- Sweepstakes

PROGRAM SPECS

Source

Direct Mail, Internet

Average Sale

\$35.48

Minimum Quantity

100,000

Maximum Size

5 ½" x 8 ½"

Minimum Size

3 ½" x 5"

Maximum Weight

.25 oz.

Maximum Inserts

Inquire

Club Select Fee

\$500/F

All orders cancelled or reduced within 90 days prior to mail date will be subject to payment at full media rate. Sample mail piece required.

Bookspan



To inquire about advertising opportunities in this program, please contact:

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