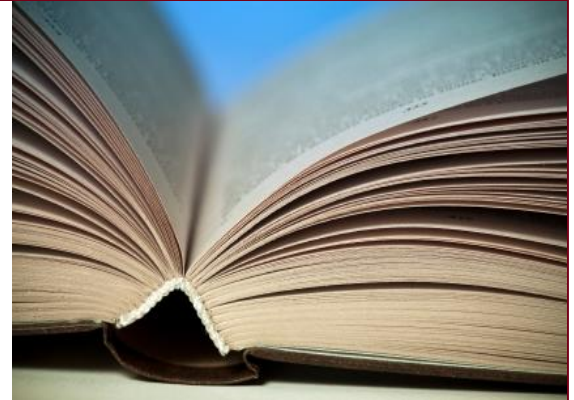


# Bookspan Former Book Club Members

The Bookspan Former Book Club Members file provides access to past members of the leading book clubs: Black Expressions, Book-of-the-Month, Children's Book-of-the-Month, Crafter's Choice, Crossings, Doubleday, Large Print, History, Literary Guild, Military, Mystery Guild, One Spirit, Quality Paperback Rhapsody, Science Fiction, Scientific American, and The Good Cook Book Club. In conjunction with transactional and lifestyle enhancement data, the former members file is now available to advertisers for selection by past book club membership, product purchase, and current transactional or interest behavior, as well as age, ethnicity, household income, presence of children and more.



1,113,751	12-month Buyers	\$60/M
314,055	1-month Recency	+ \$12/M
	Fundraising Offers	\$50/M

## DEMOGRAPHICS

70% Female, Average Age: 54,  
Median Income: \$75,000

## MINIMUM QUANTITY

10,000

## AVERAGE ORDER VALUE

\$38

## ADDRESSING

FTP \$75

## NOTES

**Delivery:** 3-5 working days.

**Rush Fee Available:** \$75/F

**Net Name Policy:** 85% on orders of 50M or more with \$10/M running charge. Computer verification must accompany payment.

**Payment Policy:** New mailers or brokers must prepay. Net 30 days from mail date.

**Terms:** Complete sample required. Reciprocal rental may be required. Mailers may omit prior 6 months of usage. No telemarketing.

**Cancellation Policy:** If cancellation is made before order is run, no charges are incurred. Orders cancelled before mail date will incur a \$75 cancellation fee, \$10/M running charge plus shipping, selects, and format fees. Orders cancelled after mail date and/or merge must be paid in full.

## SELECTS

Book Club	
Product	
State/SCF/Zip Code	\$8/M

## TRANSACTIONAL, DEMOGRAPHIC & LIFESTYLE SELECTS

Age	\$6/M
Ethnicity	\$10/M
Gender	\$6/M
Household Income	\$6/M
Bible Devotional	\$8/M
Donor	\$8/M
Mail Order Buyer	\$10/M
Interest	\$8/M
Pet Product Buyer	\$10/M
Plus Size Apparel Buyer	\$10/M
Presence of Children	\$6/M

\*CALL FOR ADDITIONAL SELECTS

Bookspan



For a customized recommendation, please contact Sandra Roscoe:  
Phone: 914.844.9315 | sandra.roscoe@plusme.com