



Overview:

Book of the Month is a subscription service that makes it easy and fun for members to discover what is new and not-to-be-missed with regards to their reading choices. Since 1926, they have been obsessively reading, discussing, and sharing the most enjoyable books of the moment.

Every month Book of the Month takes hundreds of new releases and narrows it down to just five, and members may choose which titles they would like to receive. Now is your chance to reach this audience of mostly female, well-educated readers who like to curl up and get lost in a good book.

In-Box Promotion:

Insert will be included in a 6" x 9" collated envelope and placed within monthly shipments of Book of the Month orders.

Cost:

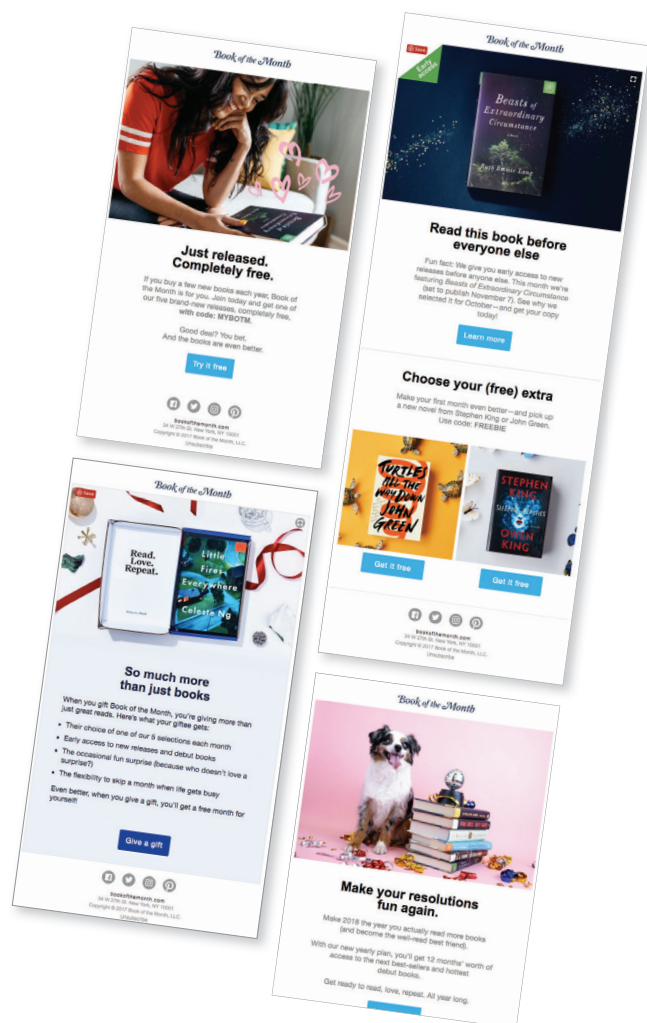
- \$75/M Base Rate
- 780,000 Annual Shipments
- 65,000 Monthly Shipments

Demographic:

- 96% female
- More than 50% have a household income of \$75K+
- 50% have a Bachelors degree, 37% have a Graduate degree
- 50% are ages 21 - 30, 20% are ages 31 - 40

Source:

Internet/On-Line, TV/Cable TV, Direct mail



For more information contact:

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