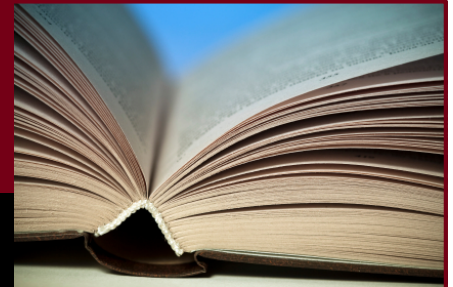


Bookspan Ride-Along

4,525,000 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

Large Print	15,000
History Book Club	15,000
Military	5,000
Mystery Guild	25,000
The Good Cook	10,000
Crafter's Choice	15,000
Doubleday Book Club	35,000
Scientific American	3,000
Literary Guild	40,000
Sci-Fi	10,000
One Spirit	7,000
Columbia House DVD	30,000
Total per Bookspan Cycle	210,000

PROGRAM USAGE

Inquire for program usage

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

Bookspan

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.



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

Sandra Roscoe | Phone: 914.844.9315 | sandra.roscoe@plusme.com