



# The Book People Mail Order Buyers

## BACKGROUND

The Book People are one of the UK's largest (and fast becoming the nation's favourite) supplier of top quality books via mail order. Established in 1988, they are renowned for offering huge discounts on publishers RRP (up to 85%), by buying in bulk and selling directly to the customer. Since this time, they have built up a customer base in excess of 2 million who have bought a range of fiction, children's, travel, home/garden, art and lifestyle books.

## PROFILE

- 82% Female
- 45 years+
- 57% earn 30k+
- Interests include Cookery, Self-Improvement, Wine, Healthy Living, Wildlife and Travel
- Web Savvy
- Profiling indicates 'Affluent Activities' & 'Comfortably Off'

## RECRUITMENT METHOD

- Direct Mail
- Inserts
- Online
- Catalogues

## RECOMMENDED FOR

- Charities
- Health & Beauty
- Telecomms
- Insurance
- Travel
- Wine offers
- Gardening

[www.thebookpeople.co.uk](http://www.thebookpeople.co.uk)

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## LIST: 226,000 names available

POSTAL	89,980 0-12 month buyers
SELECTIONS	Multibuyers, Geography, Gender, Recency, Age, Book Category
MEDIA RATE	£120 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000

## BEST SELLING CATEGORIES: 0-12 month

READERS CLASSICS	32,718
NON FICTION	30,123
COOKERY & GENERAL REFERENCE	29,495
CHILDREN'S / PARENTING	21,703
MUSIC	20,058

