

Hispanic Book Club

Total Universe: 853,035
Base Rate: \$80.00/M



visit us online at amerilist.com

Description Summary

The Hispanic Book Club database consists of dedicated Hispanic readers who have a passion for reading. These individuals love to read a variety of books & magazines. Whether you are looking to target readers of poetry, fiction, memoirs, nonfiction, science fiction, biographies, autobiographies or romance novels, the Hispanic Book Club has identified individuals that have responded to both direct mail and online book offers. These avid Hispanic readers will often snuggle up with a good book and a cup of tea on a regular basis.

How Our Data is Compiled

Our File is compiled using multiple sources including: Lifestyle Questionnaires, Memberships, Internet/On-Line Surveys, Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications, Compiled Lists and Controlled Circulations.

Consider the Facts

- 1 in 6 Americans are of Hispanic origin
- 65% of Hispanic Americans are millennials (aged 22 to 35)
- 20% of Hispanic Americans report that they read for fun on a daily basis
- Hispanic Americans that read tend to have a higher household income than those who do not read on a regular basis

Recommended Usage

These Hispanic Book Club members are excellent prospects for book offers, textbook offers, travel offers, credit offers, retail offers, book club memberships, and more.

Sample Mail Piece Required

Market Type

B2C, U.S. Consumer

List Channels

Postal, Email & Telemarketing

List ID

ALD615

Source

Compiled & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$400

Net Name

Floor: 85%
Minimum Quantity: Inquire
Run Charge: Flexible

Exchanges

Available

Reuse

Available 50%

Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

Popular Selections (for additional selections please inquire)

Age	\$5.00/M	Religion	\$5.00/M	Presence of Children	\$5.00/M	Education	\$5.00/M
HH Income	\$5.00/M	Lifestyle	\$5.00/M	Gender	\$5.00/M	Donor	\$5.00/M
Marital Status	\$5.00/M	Occupation	\$5.00/M	Purchasing Power	\$10.00/M	Dwelling Type	\$5.00/M
Net Worth	\$10.00/M	Owner / Renter	\$10.00/M	Credit	\$5.00/M		

For additional information or list counts, contact your representative or list manager at 1.800.457.2899