

the Book People

since 1988

0-12 month Buyers: 128,004

Total UK Buyers File: 156,057

Background

www.thebookpeople.co.uk

Established in 1988, the Book People is one of the biggest independent book sellers in the UK. With over 54,000 printed titles and more than 53,000 e-books available via their website, the Book People's range caters to all ages and interests. Offering up to 85% off RRP, titles include current best sellers, debut fiction, classics, children's, cookery, general interest and reference books. Now incorporated within the Book People file are buyers from Red House, specialising in children's books for over 35 years.

All customers from the Book People are mail order buyers who have been recruited through a variety of methods, including inserts in the national media, on-line sales and direct mail. This is a constantly growing file with customers being loyal to mail order offers, many being repeat buyers.

Profile

Customers are predominantly females aged 35+, who are credit card users. The profile of the Book People's customer is shown to be:

- 82% Females / 77% Married / 88% Homeowners
- 43% Aged under 44 / 37% Aged 45-64 / 21% Aged 65+
- Over 73% are Acorn "Affluent Achievers" and "Comfortably Off"
- Incomes £20,000+
- Pet/Cat/Dog Ownership
- Regular Mail Order Buyers via Internet
- Mid-Quality & Broadsheet Newspaper Readers
- Regular Donors to Aged, Medical, Disaster Relief, Religious and Wildlife / Environmental Charities



Interests

- Books
- DIY
- Gardening
- Cookery
- Gourmet Foods
- Charity Donors
- Slimming/Walking
- Theatre/Arts
- Investments

Categories

- Confident & Classics 150,736
- Children's Books 51,598
- Auto/Biography 34,030
- Adult Reference 78,807
- TV & Film 45,694
- Music 54,490
- Young Readers 222,419
- Non-Fiction 95,009
- Sports 13,372

0-12m Volume



The Book People file offers a great opportunity to target proven direct mail responders with good rollout for campaigns including financial, charity, publishing, leisure, collectibles, fashion and gourmet offers.

Contact Pamela Gardiner or Maria Dooley today for more details on : + 44 (0)20 3397 9950 or email: accent@accentdirect.co.uk

Accentuating quality within direct marketing

BookPeople

List Rates

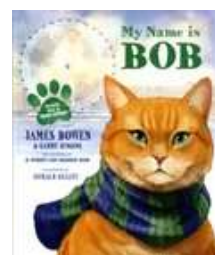
RATE

Price per 1,000 Ex VAT

- | | |
|----------------------|---------------------------------|
| • 0-12 month Buyers | £120.00 |
| • 13-24 month Buyers | £100.00 |
| • 25+ month Buyers | £ 90.00 |
| • Charity Rate | Base Rental Discount of £ 10.00 |

SELECTIONS

- | | |
|------------------------|---------|
| • Recency (0-6 months) | £ 10.00 |
| • Gender | £ 10.00 |
| • Geography | £ 10.00 |
| • Multibuyers | £ 10.00 |
| • Order Value | £ 10.00 |
| • Age | £ 10.00 |
| • Book Category | £ 10.00 |
| • Payment Method | £ 10.00 |



Categories available include: Early Learning, Young Readers, Confident Readers, Classics, Popular Titles, Books for Parents, Fiction, Non Fiction, Autobiography, Biography, Adult Reference Books, Children's Reference Books, Gardening, Dictionaries & Thesaurus, Sports Biographies, Football books, General Sports, Greeting Cards, Gift Sets & Photo Albums, Personal Organisers, Diaries & Calendars, Travel Guides, TV & Films, Music.

RE-USE RATE

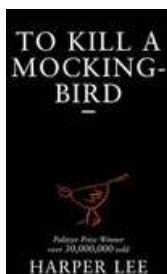
- £20/000 reduction on Base Rental. Please enquire for 2x+ re-mail prices.

PRODUCTION

- | | |
|------------------------|-------------------|
| • CD / Disk / Email | £ 45.00 per order |
| • Delivery via Courier | £ 45.00 per order |
| • Run-on charge | £ 15.00 /'000 |

GENERAL

- Minimum order 5,000 records
- Net names available on orders over 20,000 records. Nets must be claimed within 3 months of invoice date together with de-dupe report, otherwise null and void.
- Copy of mail piece required for prior approval and supply of the Book People data.
- Cancellation Fee charged at 20% of total order price including run-on fee if cancelled after supply of data, with minimum fee of £100.00.
- 15% commission to recognised DMA (UK) Members unless otherwise agreed.
- This list is under co-management.
- All orders only accepted under our terms and conditions. Available upon request.
- Delivery available within minimum of 2 days



Updated January 2015

