

DIRECTlistline

A Penton Media Publication

November 6, 2007

Wilshire Advantage Book Buyers

Individuals who purchased self-improvement and other types of books are named on this file. The count for the last 12 months is 137,554. Men made 85% of these purchases. Direct mail is the source. Selections: Phone number, gender, monetary, state/SCF/ZIP

Price: \$80/M

Contact: Direct Network Inc., Guy Pastore (732-821-7090;
guydni@optonline.net)
