

READER'S DIGEST ASIA PACIFIC
Paid Subscribers, Book & Home Entertainment Buyers

ML 4306

LIST DESCRIPTION:

Reader's Digest is the most widely read and best selling magazine in Asia. They are affluent and well-educated individuals, and are either (1) magazine subscriber; (2) book buyers and/or (3) multi-product buyers - all proved to be mail-order responsive.

Reader's Digest annual subscription price ranges from US\$25-\$50. Average product cost is about HK\$450.00 of US\$58.00. The list is updated continuously.

Some of the countries only use their local language.

QUANTITY: Actives 613,000
Expires 246,000

MINIMUM QUANTITY: 10000

RENTAL COST: US\$325 per 1,000 Actives
US\$250 per 1,000 Expires
Fundraiser discount is available upon request

SELECTIONS AVAILABLE:

By country, geographic distribution w/ in market, product purchase, A/B Split, and flagging at US\$20 per 1000. By gender and age are for further breakdown upon request w/ extra cost. By Recency for expires at no cost.

ADDRESSING:

Cheshire labels with no extra cost. Self-adhesive labels at US\$25 per 1000. Email/Diskette at US\$20 flat. Keycoding at US\$10 per 1000.

DELIVERY: 2 - 3 weeks after order confirmation

LETTERS SHOPPING:

Addresses supplied to assigned or approved lettershops for one-time use only. Copying is forbidden. List is seeded to detect unauthorized use.

RESTRICTIONS & SPECIFICATIONS:

All mailing pieces to be supplied for LO's approval. Reader's Digest reserves the right to decline any list rental order for any reason whatsoever. Terms & conditions subject to change w/o prior notice.

Note:- All orders are subject to our general terms and conditions. Costs and counts are subject to change.

LIST BREAKDOWN: By Country

ASIA			<u>Sub Total</u>
	<u>Actives</u>	<u>Expires</u>	
Hong Kong	32,000	15,000	47,000
India	240,000	79,000	319,000

Malaysia	114,000	62,000	176,000
Philippines	56,000	28,000	84,000
Singapore	37,000	13,000	50,000
Taiwan	57,000	19,000	76,000
Thailand	77,000	30,000	107,000
Total	613,000	246,000	859,000

LIST BREAKDOWN: By Language

	<u>English Only</u>	<u>Chinese Only</u>	<u>Thai Only</u>	<u>Chinese/Englis</u>	<u>Sub Total</u>
Hong Kong				47,000	47,000
India	319,000				
Malaysia	176,000				
Philippines	84,000				
Singapore	50,000				
Taiwan		76,000			76,000
Thailand			107,000		107,000
Total	629,000	76,000		47,000	230,000