

Booksellers

GEOGRAPHIC ANALYSIS

The *Booksellers* database, comprised from the *American Book Trade Directory*, is the complete direct marketing list reaching booksellers.

- ◆ Reach American & Canadian booksellers and wholesalers by type of books sold.
- ◆ Use this list for promoting:
 - ◆ Books
 - ◆ Audio Tapes
 - ◆ Videos
 - ◆ Calendars
 - ◆ Bookmarks
 - ◆ And More!

Booksellers is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.



State	ZIP Code	Individuals
ME	039-049	221
NH	030-038	271
VT	050-059	134
MA	010-027	836
RI	028-029	100
CT	060-069	373
New England		7.0% 1,935
NY	100-149	1,668
NJ	070-089	600
PA	150-196	1,134
Middle Atlantic		12.3% 3,402
OH	430-458	989
IN	460-479	528
IL	600-629	1,117
MI	480-499	886
WI	530-549	579
East North Central		14.8% 4,099
MN	550-567	574
IA	500-528	293
MO	630-658	494
ND	580-588	73
SD	570-577	103
NE	680-693	192
KS	660-679	260
West North Central		7.2% 1,989
DE	197-199	69
MD	206-219	509
DC	200-205	158
VA	220-246	718
WV	247-268	162
NC	270-289	735
SC	290-299	328
GA	300-319	699
FL	320-349	1,174
South Atlantic		16.4% 4,552
KY	400-427	334
TN	370-385	532
AL	350-369	355
MS	386-397	211
East South Central		5.2% 1,432
AR	716-729	230
LA	700-714	313
OK	730-749	271
TX	750-799	1,396
West South Central		8.0% 2,210
MT	590-599	158
ID	832-838	141
WY	820-831	69
CO	800-816	484
NM	870-884	222
AZ	850-865	436
UT	840-847	234
NV	889-898	131
Mountain		6.8% 1,875
AK	995-999	113
WA	980-994	687
OR	970-979	419
CA	900-961	2,885
HI	967-968	104
Pacific		15.2% 4,208
United States		92.9% 25,702
U.S. Territories		0.3% 72
Canada		6.9% 1,898
Mexico		—
Other International		—
APO/FPO		—
Unknown		0.0% 4
Total		100.0% 27,676

Size of List: 27,676

Base Price: \$90/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Bookstore Type	\$15/M
Canadian Names	\$10/M
Current Book Inventory	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Sidelines & Services	\$10/M
Telephone Numbers	\$30/M
Type of Books/Subjects	\$15/M
Wholesaler	\$10/M

Multi-Channel Pricing

Mailing/Telemarketing: \$190/M

SEE ALSO:
Libraries/Librarians

Minimum Order: 5,000 Names
1 year unlimited usage available
Prices subject to change without notice
Call for any additional costs, conditions and terms.

Booksellers

Type of Books/Subjects*

Bookstore Type

Sales Volume

	Full File	One Per		Full File	One Per		Full File	One Per
Americana & Regional Study	1,785	1,768	Antiquarian	1,793	1,782	Less than \$50,000	2,955	2,930
Animals	248	243	Catholic	220	220	\$50,000-\$100,000	2,038	2,019
Art	1,974	1,943	College	3,473	3,450	\$100,000-\$250,000	2,275	2,258
Biographies	848	841	Department Store	1,941	1,941	\$250,000-\$500,000	1,549	1,534
Business	1,540	1,522	Foreign Language & Bilingual	118	116	\$500,000-\$1,000,000	1,214	1,199
Careers/Trades	502	498	General	6,425	6,366	More than \$1,000,000	1,213	1,198
Collecting, Craft & Hobby	1,939	1,916	Gift Shops	209	204			
Education Books	4,356	4,249	Juvenile	482	480			
Family/Marriage Study	482	479	Mail Order	928	928			
Fiction Books	2,787	2,757	Metaphysical	173	171			
Foreign Language Books	1,132	1,105	Paperback	460	460	1,000-4,999	1,771	1,759
Foreign Literature/History	1,528	1,494	Protestant	448	447	5,000-9,999	1,232	1,228
Government/Politics	681	671	Religious	3,584	3,574	10,000 or More	4,022	3,978
Health & Nutrition	1,731	1,714	Science	184	182			
History	2,712	2,674	Sports & Games	231	163			
How To Books	364	351	Technical	982	981			
IT/Computers	751	741	Used	784	779			
Juvenile Books	7,566	7,455						
Maps	1,903	1,871						
Music	976	970						
Mystery & Detective	1,085	1,080						
Native American Studies	295	292						
Nature & Environment	968	949						
New Hardcover	13,491	13,180						
Paperbacks	13,085	12,773						
Performing Arts Books	297	295						
Periodicals	658	651						
Psychology & Psychiatry	550	545						
Rare Books	2,894	2,848						
Reference	1,054	1,038						
Romance	488	488						
Science	2,125	2,087						
Science Fiction & Fantasy	1,125	1,117						
Self Development	784	781						
Social & Behavioral Science	703	696						
Sports/Recreation	753	721						
Travel Books	928	912						
Used Books	2,846	2,806						
Woman's Studies Books	245	245						

Sidelines & Services*

	Full File	One Per
Antiques	178	177
Appearances/Signings/ Readings	687	680
Art (Including Supplies)	2,268	2,245
Audio/Video (CDs, Records)	4,854	4,802
Book Repair/Binding	104	102
Classes	133	133
Clothing	1,363	1,363
Computer Supplies (Including Software)	1,818	1,785
Gifts	8,635	8,504
Medical/Health Supplies	120	119
Musical Instruments/Supplies/ Repairs	1,827	1,814
Office Supplies	389	389
Religious Items	2,050	2,037
Rentals (Books, Videos, Games)	1,441	1,437
Restaurant/Cafe	686	684
School Supplies	2,874	2,820
Toys/Games	3,502	3,469

Current Book Inventory

	Full File	One Per
1,000-4,999	1,771	1,759
5,000-9,999	1,232	1,228
10,000 or More	4,022	3,978

Wholesaler

	Full File	One Per
Branch	11,635	11,286
Business Headquarters	351	351
Franchise	913	910

Source: Publisher's own data

* Multiple Response