



READER'S DIGEST YOUNG FAMILIES HISPANIC DIRECT RESPONSE BUYERS

Reach these highly responsive families of Hispanic ethnicity who seek out and purchase products that enrich the lives of their children and themselves. These exclusive families have joined RDYF's popular children's book and video clubs that feature beloved characters with offers such as Sesame Street and Read with Pooh. These product buyers will be very responsive to your Hispanic direct mail offer.

51,172	Total Hispanics	\$105/M
13,859	3 Month Members	+\$11/M
	Sweeps	+\$10/M

Recommended for:

Children's Music/Entertainment, Children's Merchandise/Gifts, Ethnic/Cultural Fundraising, Internet/Communications, Hispanic, Publications Catalogs/General Merchandise, Clubs & Memberships

Additional Information:

Demographics:	Product Age Range 0-6
	Unit of Sale \$25
Source:	Direct Response
Updates:	Monthly
Specifications:	Minimum Order 10,000
	Sample mail piece required.
	All orders are for one time use.
	Records are addressed to the parents only.

SELECTIONS:

Paid	+ \$10/M
Hotline Paid	+ \$26/M
6 Mo Member/Buyer	+ \$ 6/M
1 Mo Member/Buyer	+ \$16/M
Multi-Buyers	+ \$10/M
Child's Age	+ \$10/M
Adult's Age	+ \$10/M
Child's Gender	+ \$10/M
Adult's Gender	+ \$ 8/M
Geography	+ \$10/M
Cartridge	\$ 25/L
Diskette	\$ 50/L
Email Transmission	\$ 70/L
Run Charges	\$8.50/M
Keying	\$3/M



18 Elizabeth Street Bethel, CT 06801
p. 203-778-4110 f. 203-778-4130
Contact Kate Hauspurg
kate@catamountgroup.net

 THE CATAMOUNT GROUP DIRECT MARKETING AGENCY