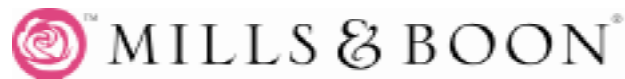




## Mills & Boon Book Club Data Under New Management



Wyvern is delighted to announce the arrival of the Harlequin Mills & Boon Book Club customers to its rapidly growing consumer portfolio.

**0-6 month buyers – 40,871**  
**7-12 month buyers – 10,804**  
**13-24 month buyers – 19,035**  
**Multibuyers – 41,293**

From £85/000 base rental prices will remain the same.  
Broker commission 15%.  
Registered charity discount 10%.

### Some facts I bet you didn't know:

- A Mills & Boon book is sold in the UK every 3 seconds
- The UK monthly readership is over 1.3 million
- Mills & Boon titles are published in 23 different languages and sold in over 100 countries
- 10 million books are sold each year in the UK, of which over 7 million are romance novels – led by Mills & Boon.

### There are 10 products in the Mills & Boon series to select from:

Modern (set against a backdrop of wealth and international locations); Romance (pure romance, pure emotion); Historical (dramatic in scope); Medical (pulse raising medical situations); Blaze (hot and sexy); Desire (provocative and sensual); Special Edition (living, loving and family in today's world); Intrigue (danger, desire and suspense); Superromance (unbeatable emotional depth); MIRA (from romance novels to dramatic thrillers).

Let us know your 'desire' by contacting either Richard or Omar to discuss.... your order of course!

So don't underestimate the activity that goes on behind the scenes to keep this customer base one of the most successful, loyal and growing book clubs the UK has ever seen. Their regular direct mail acquisition programmes make this one of the most responsive mail order consumer files on the market today!

For more information, or same day counts and selections, please contact us on 01353 667733 or email [wdr@wyverndm.co.uk](mailto:wdr@wyverndm.co.uk).

We look forward to hearing from you soon.

