



BML BookZone client rate card 2010

	1. BML BookZone panel		2. BML BookZone e-zine	
Approximate circulation	11000		14000	
Frequency of survey opportunities	4-6 p.a.		Monthly	
Assumed responses*	1000+		200+	
Costs:	BML client rate	Non-client rate	BML client rate	Non-client rate
Set-up	£615	£765	£165	£205
Per closed question	£205	£255	£165	£205
Per open-ended question (answers listed)	£155	£195	£85	£105
Per open-ended question (answers analysed)	£410	£510	£165	£205
Example costs:	Total	Total	Total	Total
2 closed questions	£1,025	£1,275	£495	£615
4 closed questions	£1,435	£1,785	£825	£1,025
2 closed and 2 open-ended questions (answers listed)	£1,335	£1,665	£665	£825
2 closed and 2 open-ended questions (answers analysed)	£1,845	£2,295	£825	£1,025

NB. all prices are exclusive of costs of providing/distributing incentives and of VAT

For more information about the BML **BookZone** research panel, please contact:
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