

# SRDS: What It Is and How to Use It as an Invaluable Resource

There's a great resource that direct-mail marketers use to find out who's buying what. It's called the "Standard Rate and Data Service" (SRDS), and it contains up-to-date information on just about every mailing list on the market.

If you have an idea for a new fishing product, for example, you would check out the fishing lists in the SRDS to see if people are buying things (magazines, reports, videos, books, etc.) that have something to do with fishing. It's also an easy way to gain insight into your (or your client's) market/competition.

Where can you find this powerful resource? Your local library!

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**American Writers & Artists Institute**

220 George Bush Blvd, Suite D

Delray Beach, FL 33444

(561) 278-5557 or (866) 879-2924