



datacard

## Wiley Professional Female Book Buyers at Home Address

Counts Through March 2010

Updated April 2010

### Overview:

202,623 Female Book Buyers \$140/M  
26,475 3 Month Female Hotline Buyers \$140/M + \$15/M

### Description:

Professional Female Bookbuyers at Home Address from Wiley is now available for the first time ever. These women are the movers and shakers in their fields and will shake and move to your offers for fundraising, publications, travel, and much more.

The Wiley files are well known for their high continuation to test ratios. The open ratio for your offers is bound to be higher and of course the more people who look at your mail piece, the higher your gross response rate is going to be!

These professional females at home address are sure to also respond within their vertical, such as culinary or religion, as well as to varied, more general consumer offers such as Financial advice, astrology, newsletters, catalogs, credit cards, home décor, and many more. Only your imagination is the limit!

#### AVAILABLE TOPICS

Architecture & Design  
Business  
Chemistry  
Computer Science  
Culinary & Hospitality  
Education  
Engineering  
Geography & Earth Sciences  
Leader to Leader Subscribers  
Life & Medical Sciences  
Mathematics & Statistics  
Physics & Material Sciences  
Psychology  
Religion & Spirituality  
Society, Hobbies & Interests  
Direct Education Book Buyers

### Source

100% Direct Mail Sold

### Gender Profile

35.0 % Male  
48.0 % Female

### Selection Charges

SCF \$10.00/M  
STATE \$10.00/M  
ZIP \$10.00/M  
3 MONTH HOTLINE \$15.00/M  
6 MONTH HOTLINE \$10.00/M  
12 MONTH HOTLINE \$5.00/M  
GENDER/SEX \$10.00/M  
MAX PER COMPANY/SITES \$15.00/M  
KEY CODE \$5.00/M  
SPECIFIC SERIES \$20.00/M  
MULTI-BUYERS \$5.00/M

### Output Media

FTP \$50.00/F  
EMAIL \$50.00/F

### Update Schedule

Quarterly

### Cancellation Charge :

\$100.0/F

### Minimums

5000 Quantity

### STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date  
Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

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2375 Camino Vida Roble, Suite A  
Carlsbad, CA 92011

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