



datacard

## Wiley Finance and Investment Book Buyers

Counts Through March 2010

Updated April 2010

**Overview:**

21,247 Buyers \$155/M

**Description:**

Wiley Finance and Investment Book Buyers are bankers, stockbrokers, real estate agents, investment managers, and more. They all know they can count on Wiley to source subject matter and research that is in the forefront of today's financial thinking and strategy.

Wiley, is a global publisher of high profile print and electronic products, providing thoughtful professionals, executives and the public with useful leading-edge resources, books and periodicals based on research and proven practice. Buyers retain high salaried management level positions and have authority to make company purchase decisions.

Target these investment professionals for any and all business publications, book offers, seminars, business travel offers, apparel, etc.

Find out what so many mailers have found out in the past: Wiley files WORK and continue to WORK. Recommend a Wiley File today.

**Source**

100% Direct Mail Sold

**Selection Charges**

SCF \$10.00/M  
STATE \$10.00/M  
ZIP \$10.00/M  
GENDER/SEX \$10.00/M  
MAX PER COMPANY/SITES \$15.00/M  
KEY CODE \$5.00/M  
TOPIC \$15.00/M

**Output Media**

EMAIL \$50.00/F  
FTP \$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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Carlsbad, CA 92011

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