



datacard

Wiley Higher Education Book Buyers

Counts Through March 2010

Updated April 2010

Overview:

19,143 Buyers \$155/M

Description:

Wiley Higher Education Book buyers are Professors, College Students, Deans, Department Heads, and Student Teachers who know Wiley publishers simply the best post-secondary school tests in the market. These sophisticated educators are at the forefront of their respective disciplines.

This list also includes the newly launched ANKER PRESS buyers. Buyers of these sophisticated texts are at the best schools and/or are the best students. Their sense of responsibility to the world makes them choice prospects. Available topic selects include Adult Learning, Research Materials, Student Services, and Testing.

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 Educators for any and all business publications, book offers, seminars, business travel offers, cultural events, membership clubs, and much more.

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

Gender Profile

35.0 % Male
48.0 % Female

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
TOPIC \$15.00/M
KEY-CODING \$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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Carlsbad, CA 92011

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