



datacard

Wiley Business Administration and Management Book Buyers

Counts Through March 2010

Updated April 2010

Overview:

62,702 Buyers \$155/M

Description:

Wiley Business Administration and Management Book buyers are all Managers or higher executives. They have decision-making power and have purchased from a wide variety of topics. The most popular topic is Leadership which is selectable with a universe count of 9,784. You can inquire of your Infocore Rep if there are other topic counts that you need.

You can inquire of your Infocore Rep if there are other topic counts that you need. 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 professionals whenever your client needs to reach business managers, trainers, executives, and Vice Presidents.

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

5,000 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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