



datacard

Wiley Architecture & Design

Counts Through March 2010

Overview:

21,338	Book Buyers \$140/M
7,617	Architectural Graphic Standards \$140/M + \$15/M
4,492	Building Design \$140/M + \$15/M

Description:

Wiley publishes architectural resources for residential, commercial and landscape architects as well as civil engineers.

Wiley, a global publisher of print and electronic products, provides 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.

AVAILABLE TOPICS

Planning 1,336

Professional Practice 1,173

Updated April 2010

Source

100% Direct Mail Sold

Gender Profile

48.0 % Male
11.0 % 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
KEY CODE	\$5.00/M
Specific Topic	\$15.00/M
Multi-buyers	\$5.00/M
Business or Home Address	\$10.00/M
Max Per Company	\$15.00/M

Output Media

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

Update Schedule

Quarterly

Average Unit of Sale :

\$\$125

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:

**Infocore Inc.
2375 Camino Vida Roble, Suite A
Carlsbad, CA 92011**

Phone -- 760.607.2500 ext. 21 Fax -- 760.607.2505 Email -- selson@infocore.com

Web -- <http://www.infocore.com>