



datacard

Wiley-Blackwell Chemistry

Counts Through December 2009

Updated January 2010

Overview:

32,243 Book Buyers \$140/M
3,348 Organic Chemistry \$140/M + \$15/M
2,530 Biochemistry Buyers \$140/M + \$15/M

Description:

Wiley-Blackwell publishes resources that help chemists and chemical engineering professionals expand their knowledge and advance their careers.

Wiley-Blackwell, 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

General & Introductory Chemistry 15,658

Industrial Chemistry 753

Source

100% Direct Mail Sold

Gender Profile

25.0 % Male
10.0 % 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 Topic \$15.00/M
Multi-buyers \$5.00/M
Business or Home Address \$10.00/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.comWeb -- <http://www.infocore.com>