



datacard

Wiley-Blackwell Culinary & Hospitality

Counts Through December 2009

Updated January 2010

Overview:

6,380 Book Buyers \$140/M

Description:

This is a premier audience of dedicated food service and hospitality professionals and it includes: food service managers, directors, buyers, professional chefs, restaurateurs and caterers. Wiley publishes culinary & hospitality resources for managers and executives in the highly competitive food service and tourism industries.

Wiley-Blackwell, is a global publisher of print and electronic products. They provide 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

Culinary Arts 3,419

Food Service and Operations Management 1,086

Source

100% Direct Mail Sold

Gender Profile

36.0 % Male
25.0 % 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:

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