



datacard

Wiley Engineering

Counts Through December 2009

Updated January 2010

Overview:

28,177 Book Buyers \$140/M

Description:

Wiley publishes engineering resources that help engineers adopt new practices and stay current with unfolding advancements in their areas of expertise.

Wiley 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

Civil Engineering & Construction 5,764

Electrical & Electronics Engineering 12,921

Source

100% Direct Mail Sold

Gender Profile

48.0 % Male
9.0 % 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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2375 Camino Vida Roble, Suite A
Carlsbad, CA 92011

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