



datacard

## Wiley Leader-to-Leader Subscribers

Counts Through December 2009

Updated January 2010

**Overview:**

9,850 Subscribers \$155/M

**Description:**

Subscribers to this quarterly periodical are top-level executives interested in getting direct access to the leading-edge market strategies, management innovations, leadership models and more.

Published by Jossey-Bass in association with the Peter F. Drucker Foundation, Leader to Leader features original writing from some of the top management minds in the world today--recent issues have featured contributions from Stephen Covey, Charles Handy, Esther Dyson, Max Depree and of course, Peter F. Drucker.

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.

**Source**

100% Direct Mail Sold

**Gender Profile**

22.0 % Male  
11.0 % Female

**Selection Charges**

SCF \$10.00/M  
STATE \$10.00/M  
ZIP \$10.00/M  
MAX PER COMPANY/SITES \$15.00/M  
KEY CODE \$5.00/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 :**

**\$\$150**

**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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