



datacard

Counts Through December 2009

Overview:

35,554 Book Buyers \$140/M
19,352 Algebra & Calculus \$140/M + \$15/M

Description:

This file targets mail responsive professionals and enthusiasts in the fields of mathematics and statistics. Wiley-Blackwell publishes mathematics & statistics resources for career oriented scientists and scholars to assist them in unlocking the secrets of the universe.

Wiley-Blackwell is a global publisher of high profile 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

General Statistics 2,685

Bio-Statistics 1,240

Updated January 2010

Source

100% Direct Mail Sold

Gender Profile

19.0 % Male
15.0 % 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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