



datacard

Wiley Psychology

Counts Through December 2009

Updated January 2010

Overview:

38,435 Book Buyers \$140/M
2,638 Clinical Psychology \$140 + \$15/M
8,647 Practice Management \$140 + \$15/M
2,636 Self Help \$140 + \$15/M

Description:

This list targets Clinical Psychologists, Mental Health Professionals, professional counselors, professional therapists, psychotherapists, physician & specialists.

Wiley publish psychological resources to help treat mental disorders and for counseling couples, children and families.

Wiley, is a global publisher of high profile 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 Psychology 4,371

Psychotherapy & Counseling 2,344

Source

100% Direct Mail Sold

Gender Profile

21.0 % Male
32.0 % 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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