



datacard

## Wiley-Blackwell Physics & Material Sciences

Counts Through December 2009

Updated January 2010

### Overview:

27,832 Book Buyers \$140/M

### Description:

Wiley-Blackwell publishes physics & astronomy resources for career oriented scientists and scholars to learn more about the universe we live in. This files targets professionals as well as enthusiasts in the fields of astronomy and physics.

Wiley-Blackwell, 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.

Target these prospects for all medical publications, book offers, seminars, business travel offers, uniform offers and much more.

Find out what so many mailers have found out in the past: Wiley files WORK and continue to WORK. Recommend a Wiley File today.

### AVAILABLE TOPICS

General & Introductory Physics 23,781

### Source

100% Direct Mail Sold

### Gender Profile

38.0 % Male  
14.0 % 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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Carlsbad, CA 92011

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