



datacard

## Wiley Religion & Spirituality

Counts Through December 2009

Updated January 2010

### Overview:

3,339 Book Buyers \$140/M

### Description:

Wiley Religion & Spirituality is comprised of men and women in ministry across the United States. These individuals are either lay or ordained, who are answering their call from religious settings such as congregations, seminaries or religious nonprofits or from secular settings including social service agencies, hospitals and prisons. The list is comprised of not only religious practitioners, but of scholars and students who seek spiritual guidance through the study and role faith plays in America today.

Wiley, global publishers of print and electronic products, 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.

### Source

100% Direct Mail Generated  
67% Business Address  
33% Home Address

### Gender Profile

35.0 % Male  
34.0 % 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

CARTRIDGE	\$30.00/F
DISKETTE	\$30.00/F
EMAIL	\$50.00/F
MAG TAPE	\$30.00/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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