



datacard

Counts Through December 2009

Updated January 2010

Overview:

31,667 Book Buyers \$140/M

Description:

Reach high-level management executives who have purchased books on Parenting, Travel, History, Foreign Languages, and Lifestyles. Most of these executives are at home address, making this list an excellent choice for consumer offers and not just business offers.

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.

Available Topics:

Lifestyle 12,477

Travel 17,203

Source

100% Direct Mail Sold

Gender Profile

23.0 % Male

29.0 % 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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