

# MDR's Book Buyer InfoBuyers

## Profile

The Book Buyer InfoBuyers file is a cooperative database from the customer files of leading academic, professional, and consumer book publishers including all of the most prestigious university presses. Each product purchased is linked to a standardized hierarchy of subject areas, giving you the benefit of detailed selectivity and consistent data integrity. This exclusive, subject-area selection capability lets you focus on specific content areas to match your products and offers.

## PRICING

**Base Price** **\$105/M**  
 Minimum Order  
 One-Time Use \$400/Order

### Specific Selects

Address Type \$12/M  
 Age \$12/M  
 Charitable Contributors \$20/M  
 Gender \$12/M  
 Geography \$12/M  
 Investors \$20/M  
 Multibuyers \$14/M  
 Online Purchasers \$20/M  
 Product Category \$12/M  
 Recency of Purchase \$14/M  
 Travel Interest \$20/M

### Household Selects

Home Ownership \$12/M  
 Household Income \$12/M  
 Marital Status \$12/M  
 Presence of Children \$12/M  
 Presence of Children by Age/Gender \$20/M

### Electronic Delivery Options

CD-ROM \$40/List  
 Diskette \$40/List  
 Email \$40/List  
 FTP \$40/List

### Email Pricing

E@quire – One-Time Deployment \$250/M  
 E@quire Plus:  
 First Deployment \$250/M  
 Second Deployment \$175/M  
 E@quire Minimum Order \$500  
 Message Set-Up Charge \$125 Flat Fee<sup>1</sup>

<sup>1</sup> Complex messages may incur an additional fee.

Broker discounts apply.

### Approval Policy

MDR reserves the right to request sample mailing piece.

Add state and local taxes where applicable.  
 Shipping and handling charges are extra.  
 Prices subject to change without notice.

**Book Buyer InfoBuyers** are well-educated, career-oriented individuals who are committed to lifelong learning for personal enjoyment and professional advancement. These upscale consumers have purchased one or more books by direct mail in the past 24 months and are excellent prospects for other offers, including entertainment, travel, arts, catalogs, magazines, technology, financial services, continuing education, and other upscale consumer offers.

**All Book Buyer Infobuyers** ..... **1,229,579**  
**Email** ..... **55,484**  
**Telephone** ..... **16,937**

Architecture Book Buyers ..... 42,656  
 Business Book Buyers ..... 174,003  
 Classics Book Buyers ..... 14,125  
 Communications Book Buyers ..... 14,922  
 Computer Science Book Buyers ..... 43,449  
 Education Book Buyers ..... 158,589  
 Engineering Book Buyers ..... 29,229  
 English & Literature Book Buyers ..... 251,404  
 Fine Arts Book Buyers ..... 172,822  
 Health Book Buyers ..... 199,538  
 Law Book Buyers ..... 13,501  
 Medical Book Buyers ..... 145,441  
 Nursing Book Buyers ..... 31,871  
 Philosophy Book Buyers ..... 28,566  
 Physical Education Book Buyers ..... 19,883  
 Religion Book Buyers ..... 83,335  
 Science & Math Book Buyers ..... 155,064  
 Vocational Ed Book Buyers ..... 9,016

## Hotline Selects

Investors ..... 129,910  
 Multibuyers ..... 592,001  
 Online Purchasers ..... 77,473  
 Recency of Purchase  
 3-Month Buyers ..... 29,154  
 6-Month Buyers ..... 199,381  
 12-Month Buyers ..... 660,190

## Address Type

Business ..... 329,887  
 Consumer ..... 850,491

## Gender

Male ..... 558,520  
 Female ..... 550,909

See next page for usage examples.

Test InfoBuyers in your next mailing!

Call us today at 800-333-8802 for a free consultation and list recommendation.

800-333-8802 • [www.schooldata.com](http://www.schooldata.com) • [mdrinfo@dnb.com](mailto:mdrinfo@dnb.com)



# MDR's Book Buyer InfoBuyers

## Usage

Art Institute of Chicago, Aspen Publishers, Bookspan, Consumer Health Publications, Cornell University Press, Dover Publications, Edward R. Hamilton Bookseller, Folio Society, Harvard University Press, Historic Aviation, Inc., ITT Technical Institute, Johns Hopkins University Press, Life Extension Foundation, MIT Press, New York Times (The), Oxford University Press, Phillips Publishing, Princeton University Press, Scholar's Bookshelf (The), Strand Book Store, Swanson Health Products, Time Warner Inc., Toys to Grow On, University of California Press, University of Chicago Press, University of Minnesota Press, University of North Carolina Press, Yale University Press



**Test InfoBuyers in your next mailing!**  
Call us today at 800-333-8802 for a free consultation and list recommendation.

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