

# MDR's Business InfoBuyers

## Profile

The Business InfoBuyers file is a cooperative database from the customer files of leading business information companies. 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.

**Business InfoBuyers** are career-oriented individuals who have purchased one or more business or financial products or services by direct mail in the past 24 months. These business professionals purchase books, periodicals, newsletters, training programs, and attend conferences. These upscale consumers are excellent prospects for office supplies and equipment, technology products and services, corporate gifts, as well as entertainment, travel, arts, catalogs, magazines, financial services, and continuing education offers.

**All Business InfoBuyers** ..... **5,872,097**  
**Email** ..... **357,397**  
**Telephone** ..... **121,484**

Accounting ..... 515,905  
 Finance ..... 354,681  
 Management ..... 1,837,929  
 Marketing ..... 379,922  
 Real Estate ..... 8,984

## Hotline Selects

Investors ..... 474,416  
 Multibuyers ..... 2,959,197  
 Online Purchasers ..... 283,846  
 Recency of Purchase  
 3-Month Buyers ..... 32,682  
 6-Month Buyers ..... 876,969  
 12-Month Buyers ..... 3,066,420

## Address Type

Business ..... 3,916,945  
 Consumer ..... 1,854,321

## Gender

Male ..... 3,469,424  
 Female ..... 1,847,945

## Usage

American Management Association, Aspen Publishers, Backroads, Boardroom Reports, Careertrack, CCH, Chronicle of Philanthropy, Chronicle of Higher Education (The), Council on Education in Management, Day-Timers, DePaul University, Devry Inc., EF Educational Tours, Executive Greetings, Financial Times, Fortune Magazine, G. Neil Companies, Gorham & Lamont, Harvard University Press, Hershey's, Inc., Katherine Gibbs School, Keller Graduate School, Kennedy Western University, Kiplinger Washington Editors, Los Angeles Business, McGraw-Hill Company, Medical Economics, Microsoft, National Center Nonprofit Boards, National Center for Continuing Education, National Institute for Business Mgmt, Newsweek Inc., Office Depot, Paper Direct, Pitney Bowes, Research Institute of America, Skillpath Seminars, Staples Direct, Star Tribune, University of Maryland, University of Phoenix, University Press of America, Viking Office Products, Wall Street Journal

**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 • mdrinfo@dnb.com**

