

MDR's Conference Attendee InfoBuyers

Profile

The Conference Attendee InfoBuyers file is a cooperative database from the customer files of leading companies that sponsor conferences, seminars, and training programs. 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 Fee¹

¹Complex 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.

Conference Attendee InfoBuyers are well-educated consumers and professionals who have attended a professional conference or seminar in the past 24 months. Conference attendees have a very high affinity for other professional development products in their field of work and are highly educated consumers who are excellent prospects for other offers, including entertainment, travel, arts, catalogs, magazines, technology, financial services, continuing education, and other upscale consumer offers.

All Conference Attendee InfoBuyers **1,485,361**
Email **19,007**
Telephone **96,295**

Business Conference Attendees 362,888
 Computer Science Conference Attendees 74,304
 Education Conference Attendees 364,895
 Nursing Conference Attendees 200,402

Hotline Selects

Investors 123,145
 Multibuyers 581,500
 Online Purchasers 76,771
 Recency of Purchase
 3-Month Buyers 45,876
 6-Month Buyers 161,090
 12-Month Buyers 464,470

Address Type

Business 894,567
 Consumer 584,259

Gender

Male 369,408
 Female 827,293

Age

18-24 23,760
 25-34 49,864
 35-44 68,874
 45-54 51,947
 55-64 25,162
 65+ 75,279

Household Income

Less or equal to \$15,000 35,970
 \$15,000-\$24,999 38,686
 \$25,000-\$34,999 44,874
 \$35,000-\$49,999 76,148
 \$50,000-\$74,999 108,641
 \$75,000-\$99,999 81,696
 \$100,000-\$124,999 52,932
 \$125,000-\$149,999 27,776
 \$150,000+ 48,332

Usage

Not currently available.

Test InfoBuyers in your next mailing!

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

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