

# MDR's Direct Response InfoBuyers

**Direct Response 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 educational or professional products or services by direct mail in the past 24 months. InfoBuyers gives you responsive buyer names, subject-area selectivity, and added response boosters—all in one database. **It's your key to better results.**

## Profile

The InfoBuyers file contains 15+ million direct mail buyers from the customer records of over 80 industry-leading 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.

## InfoBuyers Benefits

- 100% Direct mail buyers assures you responsive names.
- Subject-area selectivity matches your product offering.
- Recency guarantees you the most current buyers.
- Format of product can align with your type of product.
- Multibuyers provide a higher response.
- Demographics can match your prospect profile.
- Address type lets you pick business or home address.
- High deliverability is achieved with state-of-the-art data hygiene.

	Total	With Email
<b>All Direct Response InfoBuyers</b>	<b>15,153,307</b>	<b>919,726</b>
Edu-Buyer InfoBuyers	7,882,013	587,029
Professional Development InfoBuyers	11,031,227	855,954
<b>InfoBuyers Subject Purchased</b>		
Agriculture	7,820	356
Architecture	59,183	2,048
Business	3,369,863	197,814
Classics	14,147	1,339
Communications	63,935	3,940
Computer Science	258,934	12,006
Criminal Justice	890	47
Education	357,233	15,725
Engineering	954,492	42,084
English	286,235	10,342
Family & Consumer Science	808,701	48,592
Fine Arts	172,978	4,168
Health	729,370	49,569
Law	803,586	72,731
Medicine	618,799	47,405
Nursing	2,491,573	355,503
Philosophy	28,584	1,668
Physical Education	322,171	13,436
Religion	83,385	3,817
Science & Math	171,685	9,228
Social Studies	1,340,890	75,793
Vocational Education	456,002	29,097
<b>Product Type Purchased</b>		
Book Buyers	1,229,579	55,484
Conference Attendees	1,485,361	96,295
Periodical Subscribers	3,977,171	433,279
Technology Buyers	4,712,997	193,576
<b>Hotline Selects</b>		
Multibuyers	7,083,858	611,895
Online Purchasers	918,597	142,094
Recency of Purchase:		
3-Month Buyers	920,900	111,922
6-Month Buyers	3,521,739	247,089
12-Month Buyers	7,806,234	473,731
<b>Address Type</b>		
Business	6,574,054	292,416
Consumer	8,300,135	620,656

Over Please for More  
InfoBuyers Selects

## PRICING

<b>Base Price</b>	<b>\$105/M</b>
Minimum Order	
One-Time Use	\$400/Order
<b>Specific Selects</b>	
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
<b>Household Selects</b>	
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
<b>Selection Option Charges</b>	
Geographic (State/SCF/ZIP Code)	\$12/M
Keycoding	\$3/M
ZIP Match	\$3/M

<b>Electronic Delivery Options</b>	
CD-ROM	\$40/List
Diskette	\$40/List
Email	\$40/List
FTP	\$40/List

<b>Email Pricing</b>	
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.**

**Payment**  
Initial orders for new accounts must be prepaid and can be charged to your Visa, MasterCard, or American Express.

**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.

	Total	With Email
<b>Gender</b>		
Male.....	6,778,728	367,432
Female.....	6,909,226	480,813
<b>Marital Status</b>		
Married.....	7,261,317	606,819
<b>Presence of Children</b>		
0-3 Years.....	498,106	71,058
4-6 Years.....	311,347	34,969
7-9 Years.....	229,897	27,344
10-12 Years.....	194,809	24,977
13-18 Years.....	517,877	82,260
<b>Age</b>		
18-24.....	295,700	35,989
25-34.....	624,246	66,536
35-44.....	866,243	71,665
45-54.....	669,554	55,577
55-64.....	314,422	33,753
65+.....	946,217	110,382
<b>Household Income</b>		
Less or equal to \$15,000.....	427,187	39,476
\$15,000-\$24,999.....	470,703	40,195
\$25,000-\$34,999.....	563,471	46,592
\$35,000-\$49,999.....	952,286	84,146
\$50,000-\$74,999.....	1,275,246	129,159
\$75,000-\$99,999.....	927,907	104,108
\$100,000-\$124,999.....	603,909	70,569
\$125,000-\$149,999.....	327,801	37,626
\$150,000+.....	653,125	70,016
<b>Other Interests</b>		
Charitable Contributors.....	1,891,692	251,097
Home Ownership.....	4,382,253	511,161
Investors.....	1,490,704	210,687
Travel Interest.....	2,181,288	293,811
<b>Telephone</b> .....	412,465	49,552

## Usage

AARP, American Journal of Nursing, American Medical Association, American Management Association, American Psychiatric Publishing, Amnesty International, Archaeological Odyssey, Aspen Publishers, Backroads, Blanchard & Loeb, Brookings Institution (The), Cambridge University Press, Careertrack, Chronicle of Philanthropy, Chronicle of Higher Education (The), Day-Timers, DePaul University, Devry Inc., Discover Financial Services, Doubleday Select, Economist (The), EF Educational Tours, Executive Greetings, Field Museum (The), Financial Times, Foreign Policy, Fortune Magazine, Gorham & Lamont, Greenpeace, Harvard University Press, Hershey's, Inc., Hopkins Medical Products, Issues in Science & Technology, John Wiley & Sons, Johns Hopkins University, Katherine Gibbs School, Keller Graduate School, Kiplinger Washington Editors, Lippincott Williams & Wilkins, Leadership Directories, Liberty Fund, Library of Congress, Los Angeles Business, Massachusetts Medical Society, Mayo Clinic, McGraw-Hill Company, Medical Economics, Meredith Corporation, Microsoft, Musical Heritage Society, National Center Nonprofit Boards, Nat'l Ctr. for Continuing Education, National Institute for Business Mgmt, New York Review of Books, New York Times (The), Newsweek, Office Depot, Oxford University Press, Paper Direct, Pitney Bowes, Princeton University Press, Rand Corporation, Sage Publications, Scholar's Bookshelf (The), Skillpath Seminars, Staples Direct, Star Tribune, Time Consumer Marketing, United Negro College Fund, University of Maryland, University of Phoenix, Viking Office Products, Wall Street Journal (The), Prentice Hall, University of Chicago Press, Yale University Press

**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)**