

MDR's Health & Medical InfoBuyers

Profile

The Health & Medical InfoBuyers file is a cooperative database from the customer files 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.

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.

Health & Medical InfoBuyers are career-oriented individuals who have purchased one or more health, nursing, or medical products or services by direct mail in the past 24 months. These health service professionals purchase books, periodicals, newsletters, training programs, and attend conferences. Health professionals are ideal prospects for medical supplies and equipment and for offers such as entertainment, travel, arts, catalogs, magazines, financial services, and continuing education.

All Health & Medical InfoBuyers **3,822,816**
Email **443,228**
Telephone **173,143**

Allied Health 189,031
 Health 678,759
 Health Education & Safety 267,353
 Healthcare & Hospital Administration 179,902
 Medicine 571,704
 Nursing 2,491,278
 Physical Education 311,886
 Public Health 327,747

Hotline Selects

Investors 458,117
 Multibuyers 2,528,194
 Online Purchasers 273,814
 Recency of Purchase
 3-Month Buyers 818,285
 6-Month Buyers 1,551,011
 12-Month Buyers 2,451,746

Address Type

Business 870,692
 Consumer 2,816,348

Gender

Male 935,175
 Female 2,483,020

Age

18-24 106,928
 25-34 211,750
 35-44 307,241
 45-54 235,790
 55-64 103,127
 65+ 298,791

Household Income

Less or equal to \$15,000 153,406
 \$15,000-\$24,999 163,093
 \$25,000-\$34,999 200,405
 \$35,000-\$49,999 340,208
 \$50,000-\$74,999 444,426
 \$75,000-\$99,999 318,535
 \$100,000-\$124,999 199,845
 \$125,000-\$149,999 103,372
 \$150,000+ 183,096

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 • mdrinfo@dnb.com

MDR's Health & Medical InfoBuyers

Usage

AARP, American Assoc. for Advanced Science, American Assoc. for Cancer Research, American Journal of Nursing, American Medical Association, American Psychiatric Publishing, Blanchard & Loeb, Careertrack, Discover Financial Services, Harcourt Health Services, Harvard University Press, Harvard Women's Health Watch, Health Letter Association, Health Source Bookstore, Hofstra University, Hopkins Medical Products, Lippincott Williams & Wilkins, Massachusetts Medical Society, Mayo Clinic, Medical Economics, Meredith Corporation, New York Times (The), Newsweek Inc., Padgett-Thompson, Prentice Hall, Skillpath Seminars, Staywell, University of California Press, University of Phoenix, WB Saunders Company, Wearguard, WRS Group, X-TREME Nursing



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