

MDR's Law InfoBuyers

Profile

The Law InfoBuyers file is a cooperative database from the customer files of leading legal publishers and organizations. 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.

Law InfoBuyers are career-oriented individuals who have purchased one or more legal products or services by direct mail in the past 24 months. These professionals spend money on books, periodicals, newsletters, training programs, and conferences. Law professionals are upscale consumers and ideal prospects for other offers such as entertainment, travel, arts, catalogs, magazines, financial services, seminars, association memberships, technology products and services, executive gifts, and continuing education.

All Law InfoBuyers	820,793
Email	73,535
Telephone	4,743
Business & Commercial Law	160,451
Constitutional/Federal Law	60,904
Corporate Law	63,673
Criminal Law	87,221
Family & Estate Law	53,820
International & Comparative Law	11,868
Labor Law	22,686
Law Skills and Practice	345,526
Medical/Health Law	11,552
Property Law	29,731
Science/Environmental Law	9,731
Hotline Selects	
Investors	23,331
Multibuyers	306,114
Online Purchasers	14,431
Recency of Purchase	
3-Month Buyers	458
6-Month Buyers	9,075
12-Month Buyers	72,845
Address Type	
Business	578,944
Consumer	221,246
Gender	
Male	533,641
Female	229,258
Age	
18-24	6,854
25-34	22,675
35-44	40,999
45-54	34,432
55-64	10,422
65+	22,305
Household Income	
Less or equal to \$15,000	13,851
\$15,000-\$24,999	16,519
\$25,000-\$34,999	19,787
\$35,000-\$49,999	33,867
\$50,000-\$74,999	42,437
\$75,000-\$99,999	30,441
\$100,000-\$124,999	22,332
\$125,000-\$149,999	14,110
\$150,000+	39,301

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 Law InfoBuyers

Usage

Aspen Publishers, Careertrack, Harvard University Press, Inc., Kiplinger Washington Editors, Newsweek Inc., Oxford University Press, University of Chicago Press, University Press of America, Yale University Press



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