

MDR's Periodical Subscriber InfoBuyers

Profile

The Periodical Subscriber InfoBuyers file is a cooperative database from the subscriber files of leading magazine, journal, and newsletter publishers. 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.

Periodical Subscriber InfoBuyers are well-educated consumers and professionals who have subscribed to a periodical publication or newsletter in the past 24 months. They are also excellent prospects for other offers, including entertainment, travel, arts, catalogs, magazines, technology, financial services, continuing education, and other upscale consumer offers.

All Periodical Subscriber InfoBuyers **3,977,171**
Email **433,279**
Telephone **204,320**

Business Subscribers 246,114
 Computer Science Subscribers 4,904
 Education Subscribers 119,065
 Health Subscribers 25,884
 Law Subscribers 208,398
 Medical Subscribers 46,660
 Nursing Subscribers 2,251,746
 Social Sciences Subscribers 936,354

Hotline Selects

Investors 531,710
 Multibuyers 2,316,312
 Online Purchasers 307,022
 Recency of Purchase
 3-Month Buyers 855,042
 6-Month Buyers 1,508,540
 12-Month Buyers 2,526,101

Address Type

Business 655,356
 Consumer 3,287,533

Gender

Male 1,108,846
 Female 2,413,094

Age

18-24 116,135
 25-34 244,580
 35-44 301,725
 45-54 230,699
 55-64 117,573
 65+ 366,116

Household Income

Less or equal to \$15,000 165,013
 \$15,000-\$24,999 174,572
 \$25,000-\$34,999 200,780
 \$35,000-\$49,999 340,052
 \$50,000-\$74,999 475,199
 \$75,000-\$99,999 354,138
 \$100,000-\$124,999 228,346
 \$125,000-\$149,999 120,792
 \$150,000+ 221,651

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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