

MDR's Professional Development InfoBuyers

Profile

The Professional Development InfoBuyers file is a cooperative database from the customer files of leading publishers and organizations across a wide range of professions. 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.

Professional Development InfoBuyers are highly motivated, affluent professionals who have purchased career-oriented products or services by direct mail in the past 24 months. These upscale consumers have purchased educational or professional products or services, such as books, periodicals, newsletters, training programs, and conferences for professional development and are excellent prospects for other offers, such as entertainment, travel, arts, catalogs, financial services, and continuing education.

All Professional Development InfoBuyers **10,768,001**
Email **847,747**
Telephone **300,440**

Accounting 515,905
 Agriculture 7,820
 Architecture 59,183
 Business 6,047,792
 Computer Science 258,934
 Criminal Justice 890
 Education 357,233
 Engineering 954,492
 Finance 354,681
 Law 828,447
 Marketing 379,922
 Medicine & Nursing 3,110,372
 Vocational/Technical 456,002

Hotline Selects

Investors 972,048
 Multibuyers 5,517,820
 Online Purchasers 580,361
 Recency of Purchase
 3-Month Buyers 859,401
 6-Month Buyers 2,436,792
 12-Month Buyers 5,574,704

Address Type

Business 5,545,661
 Consumer 4,971,974

Gender

Male 5,204,837
 Female 4,527,707

Usage

AARP, American Journal of Nursing, American Medical Association, American Management Association, American Psychiatric Publishing, Aspen Publishers, Backroads, Blanchard & Loeb, Careertrack, Chronicle of Philanthropy, Chronicle of Higher Education (The), Day-Timers, DePaul University, Devry Inc., Discover Financial Services, EF Educational Tours, Executive Greetings, Financial Times, Fortune Magazine, Gorham & Lamont, Harvard University Press, Hershey's, Inc., Hopkins Medical Products, Katherine Gibbs School, Keller Graduate School, Kiplinger Washington Editors, Lippincott Williams & Wilkins, Los Angeles Business, Massachusetts Medical Society, Mayo Clinic, McGraw-Hill Company, Medical Economics, Meredith Corporation, Microsoft, National Center Nonprofit Boards, National Center for Continuing Education, National Institute for Business Mgmt, New York Times (The), Newsweek, Office Depot, Paper Direct, Pitney Bowes, Skillpath Seminars, Staples Direct, Star Tribune, 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 • mdrinfo@dnb.com

