

MDR's Technology InfoBuyers

Profile

The Technology InfoBuyers file is a cooperative database from the customer files of leading software and technology 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.

Technology InfoBuyers are tech-savvy professionals who invest in technology and information about technology and have purchased one or more technology products or services by direct mail in the past 24 months. They are active and influential buyers of technology-related books, magazines, periodicals, seminars, association memberships, as well as computer supplies and equipment, mobile phones and services, and online products and services. They are also ideal prospects for offers such as entertainment, travel, financial services, and continuing education.

All Technology InfoBuyers **4,712,997**
Email **193,576**
Telephone **125,252**

Architecture Technology Buyers 15,383
 Business Technology Buyers 1,381,264
 Communications Technology Buyers 7,514
 Computer Sci Technology Buyers 165,926
 Education Technology Buyers 25,502
 Engineering Technology Buyers 197,554
 Health Technology Buyers 163,569
 Law Technology Buyers 28,112
 Medical Technology Buyers 128,655
 Nursing Technology Buyers 68,432
 Physical Education Technology Buyers 122,103
 Social Science Technology Buyers 68,821
 Vocational Ed Technology Buyers 165,296

Hotline Selects

Investors 449,956
 Multibuyers 2,033,135
 Online Purchasers 298,712
 Recency of Purchase
 3-Month Buyers 16,505
 6-Month Buyers 1,299,859
 12-Month Buyers 2,674,262

Address Type

Business 2,719,361
 Consumer 1,905,394

Gender

Male 2,534,524
 Female 1,737,048

Usage

101 Communications, Alto Consulting & Training, Aquent Partners, Careertrack, Computerjobs.com, Compuware Numeqa, Cyberguys, Doubleday Select, Element K Journals, Fawcette Technical Publishers, Global Computer Supplies, Hacker Group, Harvard Business Review, Inc., Infoworld, Internet World Events, ITT Technical Institute, K-Log, Learning Tree International, Ltd., McGraw-Hill Company, Microwarehouse, PC Connection, Skillpath Seminars, University of California - San Diego, University of Phoenix, Veritas Software

Test InfoBuyers in your next mailing!

Call us today at 800-333-8802 for a free consultation and list recommendation.

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