

MDR's College Buyers

College Buyers = Hot Prospects...Reach Them Today!

Reach these known college buyers with supercharged lists from MDR. This is a great way to improve your response rate and your bottom line. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

Profile

Reach college educators by name with this powerful database from MDR. To help you zero in on higher education buyers most likely to buy your products and services, this database pinpoints purchasers of a variety of instructional materials—books, videos, software, periodicals, and more.

Counts are constantly changing, so please call for the latest information.

Source

The file contains thousands of professors, administrators, and librarians by name identified as proven direct mail buyers by top education companies.

Plus...

MDR collects data on college faculty by name.

Order your mailing lists
or run counts online at
www.schooldata.com.

COLLEGE BUYERS AT SCHOOL

ADMINISTRATORS AND FACULTY

	Total
Deans and Administrators	21,440
Department Heads	6,606
College Librarians	2,918
Agriculture Faculty	1,002
Communications Faculty	2,291
Education Faculty	11,520
English Language and Literature Faculty	3,652
Fine and Applied Arts Faculty	2,370
Foreign Languages and Literature Faculty	898
General Studies Faculty	2,986
Interdisciplinary Studies Faculty	3,820
Mathematics Faculty	2,099
Natural and Physical Sciences Faculty	9,250
Physical Education Faculty	1,462
Social Sciences Faculty	11,787
Vocational Education Faculty	2,623

BUYER TYPE SELECTIONS

	Total
All Buyers at College	67,734
Book Buyers	5,743
Video/Multimedia Buyers	3,178
Classroom Materials Purchasers	3,167
Software Buyers	678
Multibuyers	9,350
Recency of Purchase	
+ Past 6-Month Buyers	853
+ Past 12-Month Buyers	3,133

COLLEGE BUYERS AT HOME

BUYER TYPE SELECTIONS

	Total
All College Buyers at Home	451,722
Multibuyers	4,289
Seminar Attendees	8,479
Book Buyers	5,897

Over Please for Demographic
and Neighborhood Selects

PRICING

Direct Mail Buyers

College Buyers at Home	\$105/M
College Buyers at School	\$105/M

Buyer Selects

Book Buyers	\$12/M
Classroom Materials Purchasers	\$12/M
Seminar Attendees	\$12/M
Software Buyers	\$12/M
Video/Multimedia Buyers	\$12/M
Multibuyers	\$14/M
Recency of Purchase	\$14/M

Specific Selects

Age	\$12/M
Gender	\$12/M
Household Income	\$12/M
Job Title	\$12/M
Lifestyle _{NE} Indicator	\$25/M
Phone Numbers Keycoded	\$25/M

Selection Option Charges

Geographic (State/SCF/ZIP Code)	\$12/M
Keycoding	\$3/M
ZIP Match	\$3/M

Electronic Delivery Options

CD-ROM	\$40/List
Diskette	\$40/List
Email	\$40/List
FTP	\$40/List

Stock/Output Charges

Cheshire Labels	\$15/M
Pressure-Sensitive Labels	\$15/M
Minimum charge of \$100 on all print label orders.	

Minimum Order

One-Time Use	\$400/Order
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Broker discounts apply.

Payment

Initial orders for new accounts must be prepaid and can be charged to your Visa, MasterCard, or American Express.

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.

COLLEGE BUYERS AT HOME

DEMOGRAPHIC SELECTS

Age

(Order within specified ranges only.)

	Total
18-34	29,816
35-44	73,327
45-54	112,360
55-64	120,797
65+	53,686

Gender

Male	230,669
Female	176,424

Telephone Numbers

Telephone Numbers	57,200
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Household Income

(Order within specified ranges only.)

Under \$15,000	23,384
\$15,000-\$24,999	27,094
\$25,000-\$34,999	31,970
\$35,000-\$49,999	58,335
\$50,000-\$74,999	91,705
\$75,000-\$99,999	75,239
\$100,000-\$149,999	81,409
\$150,000+	62,329

NEIGHBORHOOD SELECTS

Lifestyle_{NE} Indicator

	Total
Urban	5,074
+ Urban Uptown	2,849
+ Midtown Mix	1,254
+ Urban Cores	971
Suburban	8,771
+ Elite Suburbs	2,178
+ The Affluentials	3,147
+ Middle Burbs	2,085
+ Inner Suburbs	1,361
Second City	5,598
+ Second City Society	1,374
+ City Centers	2,301
+ Micro-City Blues	1,923
Town and Country	10,309
+ Landed Gentry	2,829
+ Country Comfort	2,467
+ Middle America	2,146
+ Rustic Living	2,867



**Test MDR's College Buyers in your next mailing!
Call us today for a free consultation and list recommendation.**

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