

MDR's Buyers at School

The Premier Education Hot List!

Reach educators at school who have opened, read, and responded to direct mail offers. These known buyers are great prospects for your products and services. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

Profile

This file contains 1.4+ million educators by name identified as direct mail buyers by top U.S. publishers and suppliers of educational products. Each building address is verified to ensure accuracy. Buyer names are selectable by 300+ job functions and by numerous buyer and demographic selections.

Source

MDR's verified database is comprised of school personnel, administrators, and librarians by name combined with buyer information from customer lists of leading education marketers.

Direct Response Index™ (DRI)

DRI allows you to reach known product buyers by their school's propensity to purchase through direct mail. Available on all major markets. Plus, market-specific DRI for Special Education and DRI for Title I let you hone in on these market niches.

And target Power Buyers...

educators with an even higher propensity to reply favorably to your promotions.

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

Over Please for More
Teacher Selects

School Buyer Type Selections

	Total	Elementary	Middle/ Jr High	Senior High
Multibuyers	464,886	352,551	49,513	40,797
Book Buyers	283,989	201,424	31,934	34,975
Classroom Materials Purchasers	142,830	99,784	20,801	14,606
Software Buyers	21,961	11,757	4,192	4,520
Educators as Sales Agents	357,556	319,239	10,949	8,486
Video/Multimedia Buyers	76,466	31,419	16,405	23,974
Recency of Purchase				
+ Past 6-Month Buyers	20,126	11,291	3,294	4,397
+ Past 12-Month Buyers	175,818	119,985	23,004	23,013

Buyers by DRI

	High DRI Schools	Medium-High DRI Schools	Medium DRI Schools	Medium-Low DRI Schools	Low DRI Schools
School Administrators	39,771	37,317	33,795	25,600	7,416
Principals	15,961	12,359	10,630	8,781	2,954
Assistant Principals	2,989	2,495	3,613	2,973	822
Librarians	13,628	14,382	13,660	10,068	2,813
Guidance Counselors	7,498	7,315	6,080	3,941	870
Teachers	321,493	291,501	237,623	143,292	29,259

Buyers at School

	Total Buyers	Elementary Buyers	Middle/Jr High Buyers	Senior High Buyers
School Administrators	143,899	87,329	22,503	24,091
Principals	50,685	35,144	5,896	5,150
Assistant Principals	13,892	6,765	2,875	3,458
Librarians	54,551	32,203	9,019	10,251
Guidance Counselors	25,704	13,708	4,764	5,383
Teachers	1,023,168	698,739	125,881	145,692

Grade-Level Teachers

	Total Buyers	Elementary Buyers	Middle/Jr High Buyers	Senior High Buyers
Pre-Kindergarten	13,882	12,375	29	30
Kindergarten	96,013	91,678	67	26
Pre-First Grade	422	409	—	—
Grade 1	106,300	102,108	5	—
Grade 2	103,010	99,082	3	—
Grade 3	92,158	88,510	6	—
Grade 4	74,702	70,970	395	—
Grade 5	63,038	57,467	2,749	—
Grade 6	41,035	20,530	18,010	1
Grade 7	28,863	6,595	20,160	761
Grade 8	27,815	6,744	19,227	691
Grade 9	4,751	46	411	3,936
Grade 10	3,107	—	—	2,869
Grade 11	3,211	—	—	2,979
Grade 12	2,891	—	—	2,660

Subject Area Teachers

	Total Buyers	Elementary Buyers	Middle/Jr High Buyers	Senior High Buyers
Art	8,884	4,198	1,550	2,262
+ Art Dept Chairs	722	83	116	442
Career & Technical Education	21,507	1,219	3,648	14,222
+ Career & Technical Education Dept Chairs	547	1	47	418
Computer Science	31,824	20,076	4,535	5,186
+ Computer Science Dept Chairs	267	—	6	206
English and Reading	120,438	43,860	32,735	36,080
+ English Dept Chairs	7,068	284	1,585	4,525

PRICING

Direct Mail Buyers

District Administrators	\$105/M
Principals	\$89/M
Teachers	\$105/M

Buyer Selects

Book Buyers	\$12/M
Classroom Materials Purchasers	\$12/M
Educators as Sales Agents	\$12/M
Multibuyers	\$14/M
Recency of Purchase	\$14/M
Software Buyers	\$12/M
Video/Multimedia Buyers	\$12/M

Specific Selects

Direct Response Index™ (DRI)	\$35/M
DRI With Buyers	\$20/M
Household Income	\$12/M
Lifestyle _{NE} Indicator	\$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.

Subject Area Teachers

	Total Buyers	Elementary Buyers	Middle/Jr High Buyers	Senior High Buyers
+ English/Language Arts	72,720	11,308	24,691	31,331
+ Reading	35,656	18,983	11,570	3,161
+ American Literature	1,418	144	56	1,035
+ Humanities	1,027	132	254	506
+ Journalism	3,217	25	281	2,551
+ Literature	6,248	574	892	4,194
+ Reading First Coordinators	1,284	1,243	—	—
+ Reading Recovery	3,363	3,266	1	—
+ Reading/Literacy Coaches	4,435	3,635	410	244
+ Remedial Reading	13,672	10,406	1,642	973
+ Speech/Debate	3,424	51	361	2,619
+ Spelling	642	351	133	—
+ Writing/Composition	5,274	536	595	3,639
+ AP English	2,253	1	7	2,080
Fine Arts	3,912	307	678	2,516
+ Fine Arts Dept Chairs	278	10	20	205
Foreign/World Languages	15,903	2,869	2,889	8,730
+ Foreign/World Languages Dept Chairs	1,478	34	149	1,119
Mathematics	49,102	14,232	15,686	14,803
+ Mathematics Dept Chairs	4,253	263	1,151	2,432
+ Mathematics	33,132	10,039	12,870	7,193
+ Pre-Algebra	2,532	104	1,422	762
+ Algebra	9,186	306	2,112	5,867
+ Pre-Calculus	1,347	2	5	1,139
+ Calculus	1,816	—	1	1,598
+ General Math	1,598	214	703	557
+ Geometry	4,555	29	279	3,609
+ Math Coaches	1,127	910	109	68
+ Remedial Math	4,653	3,185	703	437
+ Trigonometry	1,117	1	5	976
+ AP Mathematics	908	2	6	832
Music	6,998	3,929	1,268	1,067
+ Music Dept Chairs	336	77	62	165
Physical Education	18,920	6,551	4,799	5,874
+ Physical Education Dept Chairs	1,140	119	253	682
Science	63,967	9,653	19,209	29,819
+ Science Dept Chairs	6,342	277	1,468	3,920
+ Science Coaches	569	415	41	59
+ Biology	13,697	102	728	11,475
+ Chemistry	8,133	21	160	6,994
+ Earth Science	4,147	188	1,113	2,291
+ Environmental Science	1,575	9	87	1,286
+ General Science	5,029	622	2,195	1,875
+ Human Anatomy/Physiology	1,682	3	4	1,453
+ Life Science	2,217	97	880	1,024
+ Physical Science	4,114	89	815	2,777
+ Physics	4,861	—	112	4,104
+ AP Science	2,028	1	11	1,857
Social Studies/Social Sciences	38,783	7,384	14,148	13,934
+ Social Studies Dept Chairs	3,171	134	830	1,953
+ Social Studies	24,074	6,400	11,158	4,792
+ Civics/Government	3,159	48	273	2,458
+ Economics	2,066	11	40	1,842
+ Geography	2,760	330	855	1,291
+ Psychology	1,089	—	7	1,006
+ Religion	1,364	644	29	353
+ Sociology/Anthropology	714	—	—	666
+ State/Local History	591	28	248	219
+ U.S. History	7,560	252	1,691	4,771
+ World History/Culture	3,941	101	659	2,726
+ AP Social Studies	866	4	5	799
Special Education/Special Needs	128,380	78,104	21,934	20,761
+ Special Education/Special Needs Dept Chairs	3,440	763	936	1,448



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

800-333-8802 • www.schooldata.com • mdrinfo@dnb.com