

# MDR's Educators at Home

## The LARGEST EDUCATOR AT-HOME List Available!

MDR offers the most complete coverage and access to teacher and professor mail and email—where they live. This newly expanded file includes both compiled and response names linked to MDR's best-in-class information. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

### Profile

This newly expanded file of 3.3 million confirmed educator at home addresses is now a combination of compiled **and** response names. Nearly 70% of the names in this file are linked to an institution using MDR's unique, proprietary matching process. The institution link allows greater selectivity on the file, including subject areas and school level.

### Use Educators at Home:

- For effective multi-channel offers through mail and email—at school and at home
- During school breaks and over the summer
- For the holiday purchasing season
- For consumer or family offers

## BUYER NAMES

### Educators at Home

	Total Buyers	Total Buyers With Email
<b>All Buyers</b>	<b>1,548,730</b>	<b>453,705</b>

### Buyer Selects

Book Buyers	402,111	138,624
Multibuyers	219,417	87,172
Recency of Purchase		
+ Past 6-Month Buyers	10,473	2,477
+ Past 12-Month Buyers	286,823	54,007
Seminar Attendees	445,584	162,394
Video/Multimedia Buyers	32,687	12,487

### Interest Level

Elementary	1,989,069	555,962
Secondary	731,097	211,694
College	453,139	104,737
Unclassified	146,267	35,439

## EDUCATORS AT HOME

	Total	Total With Email	Total Buyers	Total Buyers With Email
<b>All Educators at Home</b>	<b>3,319,572</b>	<b>907,832</b>	<b>1,548,730</b>	<b>453,705</b>
<b>By Market Segment:<sup>1</sup></b>				
K-12 Personnel	1,825,807	539,016	555,720	196,111
Elementary Personnel	950,112	285,886	371,936	131,206
Middle/Junior High Personnel	283,536	83,853	70,729	25,452
Senior High Personnel	432,782	123,687	80,651	28,755
College Faculty	451,722	104,298	29,761	9,627
2-Year College Personnel	109,508	27,720	10,348	3,381
4-Year College Personnel	342,214	76,578	19,413	6,246
Day Care Personnel	3,734	1,239	3,724	1,238
Public Library Personnel	847	285	847	285
<b>Unclassified Educators at Home Buyers<sup>2</sup></b>	<b>—</b>	<b>—</b>	<b>958,678</b>	<b>246,444</b>

## COLLEGE SPECIALTY AREA<sup>3</sup>

	Total	Total With Email	Total Buyers	Total Buyers With Email
<b>All College Personnel at Home</b>	<b>451,722</b>	<b>104,298</b>	<b>29,761</b>	<b>9,627</b>
Allied Health	10,975	2,812	674	207
Business Administration	20,886	5,326	1,215	397
Education	15,296	3,629	2,969	973
English Literature	19,173	3,762	3,221	1,010
Humanities	28,034	6,807	3,595	1,199
Mathematics	18,201	4,099	1,046	355
Medicine	7,072	1,874	118	33
Natural Science	11,862	2,701	740	256
Nursing	9,421	2,483	615	210
Social Science	15,972	3,619	1,332	418

## GRADE TEACHERS BY JOB TITLE<sup>1</sup>

	Total	Total With Email	Total Buyers	Total Buyers With Email
<b>All K-12 Personnel at Home</b>	<b>1,775,550</b>	<b>523,888</b>	<b>549,169</b>	<b>194,040</b>
Teachers New to the Job	10,075	3,101	3,622	1,336
Pre-Kindergarten Teachers	20,779	6,523	7,408	2,730
Kindergarten Teachers	93,336	29,164	50,395	18,056
Pre-First Grade Teachers	407	134	241	93
Grade 1 Teachers	98,459	29,797	51,149	17,777
Grade 2 Teachers	93,222	28,124	44,446	15,236
Grade 3 Teachers	87,243	25,653	37,665	12,673
Grade 4 Teachers	76,179	22,752	30,965	10,825
Grade 5 Teachers	70,783	21,429	25,837	9,331
Grade 6 Teachers	56,379	17,251	17,834	6,541
Grade 7 Teachers	42,919	13,035	11,774	4,347
Grade 8 Teachers	41,403	12,541	11,220	4,200
Grade 9 Teachers	9,121	2,634	1,873	689
Grade 10 Teachers	5,473	1,608	1,164	424
Grade 11 Teachers	5,904	1,749	1,195	434
Grade 12 Teachers	5,015	1,469	1,070	400
AP Teachers	9,898	2,996	2,095	779
Head Teachers	5,939	1,969	2,833	1,049
Head Start Teachers	694	206	164	63
Lead Teachers	7,867	2,572	3,752	1,380
Team Leaders	1,391	437	382	160

Over Please for Subject Teachers and Demographic Selections

<sup>1</sup>Compiled names linked to the MDR database.

<sup>2</sup>Buyer names not matched to the MDR database.

<sup>3</sup>Over 200 Specialty Areas available. Call MDR for additional Specialty Areas.

## PRICING

### Base Prices

Educators at Home	\$72/M
Minimum Order	
One-Time Use	\$400/Order

### Specific Selects

Age	\$12/M
AP Teachers	\$12/M
Buyers	\$33/M
Book Buyers	\$12/M
Multibuyers	\$14/M
Seminar Attendees	\$12/M
Software Buyers	\$12/M
Video/Multimedia Buyers	\$12/M
Charitable Contributors	\$20/M
College Specialty Area	\$12/M
Gender	\$12/M
Geographic (State/SCF/ZIP Code)	\$12/M
Home Ownership	\$12/M
Household Income	\$12/M
Investors	\$20/M
Job Title	\$12/M
Lifestyle <sub>NE</sub> Indicator	\$25/M
Marital Status	\$12/M
Online Purchasers	\$20/M
Phone Numbers Keycoded	\$25/M
Presence of Children	\$12/M
Teachers New to the Job	\$12/M
Travel Interest	\$20/M

### Stock/Output Charges

Cheshire Labels	\$15/M (\$100 Minimum)
Pressure-Sensitive Labels	\$15/M (\$100 Minimum)
Postal Presort	\$10/M (\$100 Minimum)

### 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 Minimum Order	\$500
DM-Optimizer <sup>4</sup> – Email List	\$150/M
DM-Optimizer Minimum Order	\$400
Message Set-Up Charge	\$125 Flat Fee <sup>5</sup>

<sup>4</sup>DM-Optimizer requires a corresponding direct mail list purchase. Direct mail list fees and minimum order are separate.

<sup>5</sup>Complex messages may incur an additional fee.

**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.

## K-12 SUBJECT TEACHERS BY JOB TITLE<sup>1</sup>

	Total	Total With Email	Total Buyers	Total Buyers With Email
District Administrators	52,142	15,406	7,750	2,555
Principals	67,235	19,758	17,381	6,066
Art	32,322	8,855	5,262	1,802
Career & Technical Education	62,641	19,031	6,753	2,550
Computer Science	45,620	15,236	10,338	4,069
English and Reading	164,166	49,766	61,766	22,845
Fine Arts	9,449	2,671	1,610	576
Foreign/World Languages	39,414	11,433	10,290	3,644
Guidance/Student Services	58,607	16,346	8,988	3,128
Librarian and Media	39,692	12,665	15,220	5,451
Mathematics	100,734	29,512	20,669	7,593
Music	43,625	13,076	5,247	1,933
Physical Education	73,591	21,231	10,103	3,554
Science	81,984	23,153	15,186	5,317
Social Studies/Social Sciences	87,028	24,541	16,177	5,604
Special Education/Special Needs	210,362	64,574	60,943	22,904

## DEMOGRAPHIC SELECTIONS

	Total	Total With Email	Total Buyers	Total Buyers With Email
<b>Age</b> (Order within specified ranges only.)				
18-34	427,981	125,539	188,330	65,461
35-44	638,443	179,409	289,412	90,680
45-54	753,611	257,737	326,489	126,147
55-64	684,867	226,367	304,557	112,099
65+	204,069	48,371	99,837	25,000
<b>Gender</b>				
Male	834,778	197,642	269,320	57,636
Female	2,227,390	646,833	1,093,586	349,484
<b>Household Income</b> (Order within specified ranges only.)				
Under \$15,000	216,607	52,699	100,030	28,388
\$15,000-\$24,999	221,079	53,435	104,925	27,876
\$25,000-\$34,999	274,474	63,794	138,437	33,484
\$35,000-\$49,999	497,493	120,182	251,584	60,950
\$50,000-\$74,999	717,162	195,562	333,975	95,753
\$75,000-\$99,999	543,149	162,371	240,108	78,790
\$100,000-\$149,999	519,255	162,356	225,315	79,309
\$150,000+	311,657	96,977	136,224	48,713
Unknown	697	105	697	105
<b>Household Interests</b>				
Charitable Contributors	900,788	316,687	426,115	160,329
Home Ownership	2,543,548	777,743	1,059,936	375,510
Investors	721,246	260,699	343,151	130,446
Online Purchasers	477,401	184,563	235,313	94,667
Travel Interest	1,032,625	363,831	477,092	180,686
<b>Lifestyle<sub>NE</sub> Indicator</b>				
Urban	395,083	98,280	194,912	52,574
Suburban	901,849	258,837	422,310	131,137
Second City	553,804	150,770	254,047	72,784
Town and Country	1,465,810	399,304	676,729	197,037
<b>Marital Status</b>				
Married	1,626,805	538,058	669,291	251,516
<b>Metro Status</b>				
Urban	939,535	246,004	426,345	119,050
Rural	905,276	241,957	413,123	116,508
Suburban	1,405,553	402,490	680,066	209,810
<b>Presence of Children</b> (Children by Age and Gender also available.)				
Households With Children	1,286,926	400,229	567,901	196,404
<b>Telephone Numbers</b>	<b>424,328</b>	<b>115,902</b>	<b>141,103</b>	<b>48,505</b>

<sup>1</sup>Compiled names linked to the MDR database.



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

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