



# Educators at Home

EXPAND AND ENHANCE YOUR OPPORTUNITIES  
TO REACH MORE EDUCATORS IN MORE WAYS

## Educators at Home...More Choices to Find More Prospects

The most complete coverage and access to teachers and professors where they live—through mail and email

### EDUCATORS AT HOME WILL HELP YOU...

**Expand your reach.** Create new opportunities when you extend marketing efforts to educators at their home address—by mail and email. Educators at Home lets you reach prospects and customers during school breaks, over the summer, the holiday purchasing season, and with consumer offers.

Educators at Home connects you to teachers with offers for classroom materials, professional development opportunities, and travel programs as well as more consumer-focused offers, including financial services, subscription and membership offers, restaurant and bookstore discounts, and electronic and technology products.

**Choose the right contacts.** MDR's Educators at Home 3.8 million educator names are 100% linked to our institution database, giving you access to the same job title, school, and demographic selections available on our teacher name file. Improve the segmentation of your at-home campaigns by choosing selections like Years of Experience, New Teacher, School Calendar, Household Interests, and more to be sure the educator you are reaching at home meets your campaign goals.

### BENEFITS

- The most complete coverage and access to confirmed educators at their home address.
- Give your multi-channel marketing efforts a boost when you reach educators at home and at school via mail and email.
- Highly selectable file allows you to create extremely targeted campaigns for your products and services.
- Every buyer at-home name is a confirmed educator with a job title, further expanding your home-school marketing opportunities.

## Reach educators as consumers!

**Remember, teachers are not just teachers; they are also consumers.**

As purchasers outside of the school setting, teachers are a highly attractive audience—well-educated with excellent credit and higher-than-average spending habits—spending over \$115 billion annually on personal goods and services, from computers to travel to credit cards.

- **Almost all (92%) educators have credit cards.**
- **Nearly nine out of ten educators reported domestic travel in the past 12 months.**
- **Four out of five teachers use the Internet at home weekly.**
- **Educators are twice as likely to make purchases over the Internet compared with the general population.**
- **Nearly one-half of teachers bought books, music, or videos via phone, mail, or the Internet.**

Call your MDR Representative at 800-333-8802 to start generating results today!

[www.schooldata.com](http://www.schooldata.com)

# Educators at Home

THE BEST WAY TO REACH CONFIRMED EDUCATORS  
AT THEIR HOME ADDRESS



## What types of customers have success with this file?

Use the Educators at Home file to extend your sales window, expand your marketing reach, and enhance multi-channel campaigns. Excellent examples are:

- School and Office Supply
- Seminars – Professional Development
- Financial Institutions
- Insurance Programs
- Travel Programs
- Consumer-related offers for retail, apparel, and department stores
- Entertainment activities, such as theater, museums, movies, and concerts

## When should customers use the Educators at Home file?

Traditional education marketers have success reaching educators at their home address during:

- Summer months – Build brand and product awareness, back-to-school planning, and market research.
- Back to school – Get a head start on fall school promotions as part of a multi-channel campaign.
- January-March – A good time for professional development offers, spring break specials, and to take advantage of the peak buying season.
- Holiday purchasing – Teachers often spend their own money to fund holiday projects, such as decorations for their classrooms and holiday projects for their students.

Consumer, retail, travel, financial, and insurance companies are not restricted by the school calendar and should consider reaching educators throughout the year with their offers.

## How can customers reach Educators at Home?

MDR's Educators at Home file is **the** way to reach confirmed educators, K-12 through college, at their home address. The linkage to MDR's institution file makes it easy for marketers to create effective multi-touch campaigns by using school selections to reach potential buyers. Reach Educators at Home by:

Combine All in a Multi-Channel Strategy

	Email	Mail
Job Titles	•	•
Personnel Selects	•	•
Institutional Selections	•	•
College Course Codes	•	•
Geographic Selects	•	•
Household Demographics	•	•
Buyer Selections	•	•

## Sample Counts

### All Educators at Home

Total	3,759,687
Total With Email	210,339
Total Buyers	613,040
Total Buyers With Email	61,684

### K-12 Personnel

Total	2,934,248
Total With Email	169,663
Total Buyers	568,786
Total Buyers With Email	58,510

### College Personnel

Total	748,242
Total With Email	40,655
Total Buyers	35,614
Total Buyers With Email	3,173

### Public Library Personnel

Total	19,139
Total Buyers	5,567

### Day Care Personnel

Total	58,058
Total Buyers	3,073

### Buyer Selects

Book Buyers	84,279
Multibuyers	168,303
6-Month Buyers	19,271
12-Month Buyers	60,331

## Sample Pricing

Base Name Price	<b>\$70/M</b>
Buyer Names	<b>\$105/M</b>

### Sample Selects

AP Teachers	<b>\$13/M</b>
Multibuyers	<b>\$14/M</b>
College Course Code	<b>\$13/M</b>
Home Ownership	<b>\$13/M</b>
Teachers New to the Job	<b>\$25/M</b>
Travel Interest	<b>\$20/M</b>

### Email Pricing

E@quire –	
One-Time Deployment	<b>\$250/M</b>
DM-Optimizer –	
Email List	<b>\$150/M</b>
Message Set-Up Charge	<b>\$125 flat fee</b>

Additional selections and services are available. Call 800-333-8802 to learn more.

As of 09/11

All our solutions are backed by the quality and service you expect from MDR.