



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 proprietary matching process links nearly 70% of Educators at Home names to a K-12, higher education, public library, or day care institution. This unique linking process gives you the opportunity to target specific offers to educators by institution level, job title or college specialty, new to the job, household demographics, buyer selections, and more.

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.
- Get a boost in response when you choose known educators who are also known buyers at their home address.

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

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?

Educators at Home is a combination of compiled and response names matched to MDR's best-in-class education postal and email databases. Marketers can reach Educators at Home by:

Combine All in a Multi-Channel Strategy

	Email	Mail	Phone
Institution Level	•	•	
Job Title	•	•	•
College Specialty Area	•	•	•
Household Demographics	•	•	
Buyer Selections	•	•	•

Sample Counts

All Educators at Home

Total	3,224,155
Total With Email	1,097,800
Total Buyers	1,464,748
Total Buyers With Email	533,205

K-12 Personnel

Total	1,833,769
Total With Email	658,547
Total Buyers	580,466
Total Buyers With Email	226,452

College Personnel

Total	415,992
Total With Email	119,770
Total Buyers	10,339
Total Buyers With Email	4,301

Public Library Personnel

Total	811
Total With Email	315

Day Care Personnel

Total	4,145
Total With Email	1,633

Buyer Selects

Book Buyers	413,676
Multibuyers	226,969
6-Month Buyers	40,371
12-Month Buyers	72,864

Sample Pricing

Base Name Price	\$72/M
Buyer Names	\$105/M

Sample Selects

AP Teachers	\$12/M
Multibuyers	\$14/M
College Specialty Area	\$12/M
Home Ownership	\$12/M
Teachers New to the Job	\$12/M
Travel Interest	\$20/M

Email Pricing

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

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

As of 07/08

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