

MediaHouse Book Publishers

DATACARD DESCRIPTION

MEDIAHOUSE EXECUTIVES HAVE MAJOR RESPONSIBILITIES WITHIN ALL ASPECTS OF THE BOOK PUBLISHING INDUSTRY. THESE INDIVIDUALS RELY ON OUTSIDE PRODUCTS AND SERVICES TO EFFECTIVELY COMPLETE THEIR JOBS AND THEY NEED TO STAY UP-TO-DATE ON THE LATEST INDUSTRY NEWS AND TRENDS. WELL COMPENSATED FOR THEIR HARD WORK, THESE EXECUTIVES ARE ALSO PRIME CONSUMERS OF HIGH TICKET ITEMS FOR BOTH WORK AND LEISURE.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000
Counts Thru: Jul 2010

UPDATED Jul 27, 2010
DATE VERIFIED Jul 27, 2010

Selections	Counts	Price per/M
Universe	18,522	\$65.00
Total companies	7,510	\$65.00
Net name arrangement (minimum 50,000), 85%.		

OTHER SELECTIONS

Selections	Rate	Per
Company Type:		
Publishers	\$10.00	M
Electronic Products & Services	\$10.00	M
Printers/Binders/Finishers	\$10.00	M
Prepress Services	\$10.00	M
Book Manufacturing	\$10.00	M
Book Distributors	\$10.00	M
Literary Agents	\$10.00	M
Wholesalers	\$10.00	M
Importers/Exporters	\$10.00	M
Consultants	\$10.00	M
Book Producers	\$10.00	M
Art Services	\$10.00	M
Illustration Agents	\$10.00	M
Photography	\$10.00	M
Editorial Services	\$10.00	M
Title:		
Marketing	\$10.00	M
Art Director	\$10.00	M
Sales	\$10.00	M
Director	\$10.00	M
Editor (specific Types Available)	\$10.00	M
Publisher	\$10.00	M
Library Sales Director	\$10.00	M
Production Manager	\$10.00	M
Promotion	\$10.00	M
Publicity	\$10.00	M
Trade Sales Manager	\$10.00	M
President	\$10.00	M
Vice President	\$10.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Job Function	\$10.00	M
Phone Number	\$15.00	M
SCF	\$5.00	M
State	\$5.00	M

Zip	\$5.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Multi-sourced
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METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
Diskette	\$50.00	
E-mail	\$50.00	
Cartridge	\$50.00	
CD ROM	\$50.00	
FTP	\$50.00	

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

RESTRICTIONS

Telemarketing is allowed. Net name is allowed. Exchange is not allowed. Reuse is allowed.

LIST MANAGER/OWNER

Datamatrix Lists List Manager

List Manager Key Contact Name
732-940-1500 Key Contact Phone
732-940-1501 Key Contact Fax
sales@datamatrixlists.com Key Contact Email

MID 894283 000