

MediaHouse Book Publishers

MID: 894283-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

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	Unit	Note
Company Type:				
Publishers	\$10.00	M	extra	
Electronic Products & Services	\$10.00	M	extra	
Printers/Binders/Finishers	\$10.00	M	extra	
Prepress Services	\$10.00	M	extra	
Book Manufacturing	\$10.00	M	extra	
Book Distributors	\$10.00	M	extra	
Literary Agents	\$10.00	M	extra	
Wholesalers	\$10.00	M	extra	
Importers/Exporters	\$10.00	M	extra	
Consultants	\$10.00	M	extra	
Book Producers	\$10.00	M	extra	
Art Services	\$10.00	M	extra	
Illustration Agents	\$10.00	M	extra	
Photography	\$10.00	M	extra	
Editorial Services	\$10.00	M	extra	
Title:				
Marketing	\$10.00	M	extra	
Art Director	\$10.00	M	extra	
Sales	\$10.00	M	extra	
Director	\$10.00	M	extra	
Editor (specific Types Available)	\$10.00	M	extra	
Publisher	\$10.00	M	extra	
Library Sales Director	\$10.00	M	extra	
Production Manager	\$10.00	M	extra	
Promotion	\$10.00	M	extra	
Publicity	\$10.00	M	extra	
Trade Sales Manager	\$10.00	M	extra	
President	\$10.00	M	extra	
Vice President	\$10.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Job Function	\$10.00	M	extra	
Phone Number	\$15.00	M	extra	
SCF	\$5.00	M	extra	
State	\$5.00	M	extra	
Zip	\$5.00	M	extra	
Key Coding	\$3.00	M	extra	

----- PERSONNEL -----

List Owner

Datamatrix Lists
 3530 Route 27, 2nd Floor
 Kendall Park, NJ 08824
 Phone: 732-940-1500
 Fax: 732-940-1501
 E-mail: sales@datamatrixlists.com

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

----- SUMMARY DESCRIPTION -----

Executives within book publishing companies.

----- 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.

SRDS Classification

USA Business 31 Books & Book Trade

----- LIST SOURCE -----

Source	Note
Compiled	Multi-sourced

----- COMMISSION, CREDIT POLICY -----

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

----- METHOD OF ADDRESSING -----

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

----- RESTRICTIONS -----

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