

MDR's Buyers at School

The Premier Education Hot List!

Reach educators at school who have opened, read, and responded to direct mail offers. These known buyers are great prospects for your products and services. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

Profile

This file contains 1.4+ million educators by name identified as direct mail buyers by top U.S. publishers and suppliers of educational products. Each building address is verified to ensure accuracy. Buyer names are selectable by 300+ job functions and by numerous buyer and demographic selections.

Source

MDR's verified database is comprised of school personnel, administrators, and librarians by name combined with buyer information from customer lists of leading education marketers.

Direct Response Index™ (DRI)

DRI allows you to reach known product buyers by their school's propensity to purchase through direct mail. Available on all major markets. Plus, market-specific DRI for Special Education and DRI for Title I let you hone in on these market niches.

And target Power Buyers...

educators with an even higher propensity to reply favorably to your promotions.

Order your mailing lists
or run counts online at
www.schooldata.com.

Over Please for More
Teacher Selects

School Buyer Type Selections

	Total	Elementary	Middle/ Jr High	Senior High
Multibuyers	510,039	377,558	57,411	50,741
Book Buyers	184,951	101,047	32,678	39,512
Classroom Materials Purchasers	134,597	100,098	17,071	10,512
Software Buyers	26,224	14,121	5,016	5,298
Educators as Sales Agents	141,479	107,659	14,747	10,951
Video/Multimedia Buyers	141,855	77,806	22,674	32,571
Recency of Purchase				
+ Past 6-Month Buyers	148,534	114,074	15,501	10,550
+ Past 12-Month Buyers	248,003	181,487	29,467	24,060

Buyers by DRI

	High DRI Schools	Medium-High DRI Schools	Medium DRI Schools	Medium-Low DRI Schools	Low DRI Schools
School Administrators	41,731	40,451	38,339	29,495	10,128
Principals	17,511	14,101	12,344	10,217	4,009
Assistant Principals	3,195	3,763	4,089	3,168	988
Librarians	13,809	14,991	15,143	11,618	3,794
Guidance Counselors	7,594	7,849	6,989	4,720	1,390
Teachers	310,246	297,283	254,412	158,396	36,693

Buyers at School

	Total Buyers	Elementary Buyers	Middle/Jr High Buyers	Senior High Buyers
School Administrators	160,144	95,808	25,693	27,400
Principals	58,182	39,668	7,121	6,171
Assistant Principals	15,203	7,147	3,258	3,997
Librarians	59,355	34,632	9,828	11,501
Guidance Counselors	28,542	14,958	5,554	5,917
Teachers	1,057,030	703,303	135,467	162,158

Grade-Level Teachers

	Total Buyers	Elementary Buyers	Middle/Jr High Buyers	Senior High Buyers
Pre-Kindergarten	13,130	11,680	11	30
Kindergarten	95,301	91,060	36	21
Pre-First Grade	474	446	—	—
Grade 1	108,998	104,782	2	—
Grade 2	1,045,690	100,680	2	—
Grade 3	93,193	89,542	1	—
Grade 4	76,141	72,423	426	—
Grade 5	64,976	59,233	2,879	—
Grade 6	42,888	21,729	18,555	—
Grade 7	30,037	7,050	20,836	789
Grade 8	28,811	7,197	19,730	713
Grade 9	4,571	49	405	3,762
Grade 10	3,177	—	—	2,937
Grade 11	2,932	—	—	2,729
Grade 12	2,495	—	—	2,287

Subject Area Teachers

	Total Buyers	Elementary Buyers	Middle/Jr High Buyers	Senior High Buyers
Art	11,318	4,827	1,913	3,712
+ Art Dept Chairs	1,185	100	159	823
Computer Science	38,982	24,045	5,663	6,685
+ Computer Science Dept Chairs	405	—	7	316
English and Reading	117,884	39,429	33,805	37,212
+ English Dept Chairs	7,873	335	1,873	4,917
+ English/Language Arts	72,815	9,904	25,674	32,061
+ Reading	32,592	16,304	11,765	3,033
+ American Literature	1,446	111	49	1,109

PRICING

Direct Mail Buyers

District Administrators	\$105/M
Principals	\$89/M
Teachers	\$105/M

Buyer Selects

Book Buyers	\$10/M
Classroom Materials Purchasers	\$10/M
Educators as Sales Agents	\$10/M
Multibuyers	\$14/M
Recency of Purchase	\$14/M
Software Buyers	\$10/M
Video/Multimedia Buyers	\$10/M

Specific Selects

Direct Response Index™ (DRI)	\$35/M
DRI With Buyers	\$20/M
Household Income	\$10/M
Lifestyle _{NE} Indicator	\$25/M

Selection Option Charges

Geographic (State/SCF/ZIP Code)	\$10/M
Keycoding	\$3/M
ZIP Match	\$3/M

Electronic Delivery Options

CD-ROM	\$30/List
Diskette	\$30/List
Email	\$30/List
FTP	\$30/List

Stock/Output Charges

Cheshire Labels	\$10/M
Pressure-Sensitive Labels	\$10/M
Minimum charge of \$100 on all print label orders.	

Minimum Order

One-Time Use	\$300/Order
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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.

Subject Area Teachers

	Total Buyers	Elementary Buyers	Middle/Jr High Buyers	Senior High Buyers
+ Humanities	961	97	219	532
+ Journalism	3,360	27	278	2,658
+ Literature	6,344	545	919	4,297
+ Reading First Coordinators	1,543	1,514	—	—
+ Reading Recovery	3,738	3,637	—	—
+ Reading/Literacy Coaches	3,175	2,715	215	184
+ Remedial Reading	13,807	10,553	1,651	905
+ Speech/Debate	3,523	29	350	2,725
+ Spelling	625	334	167	—
+ Writing/Composition	5,385	503	651	3,757
+ AP English	2,535	8	9	2,339
Fine Arts	4,634	312	798	3,085
+ Fine Arts Dept Chairs	390	11	35	303
Foreign/World Languages	16,458	2,612	3,181	9,271
+ Foreign/World Languages Dept Chairs	1,768	35	190	1,330
Mathematics	48,444	11,929	15,836	16,358
+ Mathematics Dept Chairs	5,267	298	1,369	3,054
+ Mathematics	31,159	8,161	12,831	7,412
+ Pre-Algebra	2,787	103	1,504	916
+ Algebra	10,770	320	2,292	7,057
+ Pre-Calculus	1,664	2	3	1,409
+ Calculus	2,235	—	—	1,998
+ General Math	1,832	185	805	675
+ Geometry	5,337	25	297	4,260
+ Math Coaches	507	364	48	64
+ Remedial Math	4,753	3,237	699	460
+ Trigonometry	1,339	2	2	1,189
+ AP Mathematics	1,190	5	8	1,084
Music	6,899	3,718	1,301	1,196
+ Music Dept Chairs	423	79	62	239
Physical Education	20,704	6,479	5,598	6,872
+ Physical Education Dept Chairs	1,489	139	332	912
Science	69,486	8,212	19,874	35,472
+ Science Dept Chairs	8,727	348	1,876	5,563
+ Science Coaches	220	55	7	93
+ Biology	17,155	77	791	14,563
+ Chemistry	9,094	24	137	7,773
+ Earth Science	4,691	94	1,128	2,819
+ Environmental Science	2,018	14	99	1,699
+ General Science	4,678	349	2,309	1,642
+ Human Anatomy/Physiology	2,329	2	8	2,048
+ Life Science	2,300	78	814	1,194
+ Physical Science	4,768	71	765	3,408
+ Physics	5,355	—	92	4,469
+ AP Science	3,019	5	16	2,758
Social Studies/Social Sciences	38,573	6,314	14,471	14,467
+ Social Studies Dept Chairs	3,716	158	968	2,279
+ Social Studies	22,993	5,373	11,321	4,733
+ Civics/Government	3,434	44	309	2,653
+ Economics	2,108	5	51	1,850
+ Geography	2,939	345	911	1,352
+ Psychology	1,145	—	—	1,053
+ Religion	1,423	664	33	364
+ Sociology/Anthropology	685	—	1	637
+ State/Local History	679	32	279	262
+ U.S. History	7,578	209	1,662	4,768
+ World History/Culture	4,520	121	796	3,084
+ AP Social Studies	1,029	6	9	944
Special Education/Special Needs	128,924	74,764	23,450	22,469
+ Special Education/Special Needs Dept Chairs	3,873	776	1,052	1,713
Vocational Education	24,683	1,225	4,231	16,168
+ Vocational Education Dept Chairs	733	1	52	575

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