

Expanded Counts, New Selects

International Reading Association



269,618 Total Masterfile Available \$135/M

56,490	Total Members, by name	+\$15/M
102,601	The Reading Teacher Subscribers	+\$15/M
174,829	Reading Today Subscribers	+\$15/M
36,958	Journal of Adolescent & Adult Literacy	+\$15/M
31,649	Reading Research Quarterly	+\$15/M
9,074	Book Club Members	+\$25/M

The IRA Masterfile was completely revised, expanded and updated in Autumn 2009. See the next page for details, and **feel free to email or phone to discuss new selects and counts now available.** The Masterfile now includes active members, lapsed members, and non-members who purchase teaching materials or attend IRA events.

The International Reading Association is a professional organization that provides educators worldwide with professional development resources to improve the quality of reading education. Members include classroom teachers, reading specialists, consultants, administrators, supervisors, university faculty, researchers, librarians, media specialists, college students, parents, schools, institutions, and libraries.

Through members, local councils, affiliates, and reading partners, the Association represents more than 350,000 individuals and institutions in 100 countries. The organization's resources and programs include the field's leading peer-reviewed professional journals, books, conferences, reading research, advocacy, and international development.

Nearly 80% of the Association's 85,000 members are directly involved in purchasing decisions. As literacy continues to gain momentum around the world as a key educational issue, the influence of IRA members grows as well. **MGILists can give you direct access to literacy's greatest advocates and experts across the globe.** Let's talk today!

Average Unit of Sale: \$208 (Individual dues with Book Club option)

Address Type: Selectable at home or school address

Source: 100% Direct Mail Generated

Demographic Information:

- Male 8%
- Female 80%
- Average Age 50
- Avg Household Income \$98,000

IRA rents postal mailing lists only to groups approved by the Association and reserves the right to deny usage.

Selections Available:

Gender	\$15/M
Occupation	\$20/M
Assignment	\$20/M
Level of Professional Interest	\$20/M
Area of Professional Interest	\$20/M
State, SCF	\$10/M
Key Code	\$5/M

Delivery Format:

Pressure-Sensitive Labels	\$35/M
By E-mail with NCOA	\$85

File Update:

Last update: Quarterly
June 2010

TERMS AND CONDITIONS:

- Minimum order: 5,000 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn around time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment required for orders cancelled after mail date

MGI believes the data contained within this list to be correct, but cannot guarantee accuracy or outcome of any mailing. In no event will MGI's liability exceed the cost of the list.



THE ASSOCIATION LIST COMPANY

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International Reading Association Masterfile, page 2 of 3 SPECIALIZED LISTS OF MEMBERS - IRA

Raw counts listed below do not reflect interfile duplicates.

<u>Occupation:</u>	<u>Mbrs only</u>	<u>Masterfile</u>
Classroom teacher (TEACH)	6,709	22,150
Reading teacher (RTEACH)	6,287	14,699
Administrator (UADMIN)	229	474
College faculty (UFACUL)	2,225	4,051
Supervisor (RSUPER)	892	2,169
Consultant (CONS)	407	826
Librarian (SLIB, ULIB)	570	1,546
Student (UGSTD,GSTD)	659	3,372
School/District Administrator (SADMIN)	2,239	6,094
Special Education Teacher (STEACH)	846	2,652
Title 1 Teacher (TTEACH)	726	2,067

<u>Assignment:</u>	<u>Mbrs only</u>	<u>Masterfile</u>
Jr/community college (COMCOL)	247	610
Adult Ed (ADULT)	194	514
All School {Age 5-18} (SCHOOL)	1,771	4,334
All Elementary {Age 5-11} (ELEM)	8,519	23,347
Preschool (Less than 5 yr) (PRE)	439	1,412
Primary {Age 5-7} (PRIM)	3,636	10,993
Intermediate {Age 8-11} (INTER)	2,220	6,523
Middle {Age 12-15} (MIDDLE)	2,111	6,045
Secondary {Age 15-18} (SECOND)	1,342	3,554
Undergraduate College/University (UGRAD)	1,032	2,141
Graduate College/University (GRAD)	1,092	2,102

<u>Levels of Professional Interest:</u>	<u>Mbrs only</u>	<u>Masterfile</u>
Early literacy, preschool (EARLY)	1,906	5,477
Elementary reading (ELEM)	16,857	46,583
Secondary reading (SECOND)	3,824	10,317
Adult literacy (ADULT)	342	890
College/university reading (COLLEG)	597	1,302

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SPECIALIZED LISTS OF MEMBERS - IRA

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<u>Areas of Professional Interest:</u>	<u>Mbrs only</u>	<u>Masterfile</u>
Admin. Supervision (ADMIN)	3,674	10,100
Assessment (ASSESS)	4,478	11,303
Comprehension (COMP)	7,047	18,681
Literature (LIT)	2,579	7,447
Teacher Education (TCHED)	2,574	6,081
Writing (WRITE)	1,997	5,445
Social/cultural factors (SOCCUL)	613	1,836
Adult Literacy (ADULT)	712	1,796
Adolescent Literacy (ADOLES)	3,816	9,947
Beginning Reading/Writing (BEGIN)	7,648	22,122
Classroom Strategies (STRAT)	8,287	24,596
Content Area Literacy (CONTNT)	2,907	7,272
Family Literacy (FAMILY)	1,252	3,198
Home, School, Comm. Partnerships(PARTNR)	1,112	3,101
Instructional Materials (INMAT)	1,935	5,842
Instructional Technology (INTECH)	851	2,220
Language/Word Study (LANG)	1,960	5,140
Motivation (MOTIV)	2,483	6,817
Multi Language Literacy (MULTI)	743	2,060
Struggling Learners (STRGGL)	8,219	21,520
Critical Literacy (CRIT)	736	1,810
New Literacies(Elc/Med/Vi) (NEWLIT)	1,052	2,293
Literacy Policy (POLICY)	394	902
Research (Qual & Quant) (RESRCH)	1,595	4,001