

Expanded Counts, New Selects

International Reading Association



252,587 Total Masterfile Available \$135/M

54,695	Total Members, by name	+\$15/M
102,601	The Reading Teacher Subscribers	+\$15/M
164,123	Reading Today Subscribers	+\$15/M
34,759	Journal of Adolescent & Adult Literacy	+\$15/M
30,243	Reading Research Quarterly	+\$15/M
8,444	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
February 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

A Division of Marketing General Inc.
209 Madison Street, Suite 300, Alexandria, VA 22314

1-800-899-4420 ext 383

Fax: 703-549-0697

Attn: **Candy Brecht**

email: cbrecht@MGILists.com

www.MGILists.com

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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)	6,648	21,518
Reading teacher (RTEACH)	6,132	14,290
Administrator (UADMIN)	228	453
College faculty (UFACUL)	2,148	3,882
Supervisor (RSUPER)	884	2,115
Consultant (CONS)	398	795
Librarian (SLIB, ULIB)	557	1,490
Student (UGSTD,GSTD)	627	3,232
School/District Administrator (SADMIN)	2,216	5,916
Special Education Teacher (STEACH)	833	2,566
Title 1 Teacher (TTEACH)	733	2,035

<u>Assignment:</u>	<u>Mbrs only</u>	<u>Masterfile</u>
Jr/community college (COMCOL)	239	587
Adult Ed (ADULT)	210	505
All School {Age 5-18} (SCHOOL)	1,747	4,188
All Elementary {Age 5-11} (ELEM)	8,335	22,571
Preschool (Less than 5 yr) (PRE)	420	1,362
Primary {Age 5-7} (PRIM)	3,713	10,839
Intermediate {Age 8-11} (INTER)	2,201	6,394
Middle {Age 12-15} (MIDDLE)	2,080	5,880
Secondary {Age 15-18} (SECOND)	1,307	3,405
Undergraduate College/University (UGRAD)	1,021	2,069
Graduate College/University (GRAD)	1,007	1,966

<u>Levels of Professional Interest:</u>	<u>Mbrs only</u>	<u>Masterfile</u>
Early literacy, preschool (EARLY)	1,832	5,317
Elementary reading (ELEM)	16,656	45,235
Secondary reading (SECOND)	3,731	9,954
Adult literacy (ADULT)	341	862
College/university reading (COLLEG)	560	1,247

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International Reading Association Masterfile, page 3 of 3
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)	3,641	9,791
Assessment (ASSESS)	4,387	10,973
Comprehension (COMP)	6,984	18,150
Literature (LIT)	2,585	7,243
Teacher Education (TCHED)	2,536	5,835
Writing (WRITE)	1,989	5,287
Social/cultural factors (SOCCUL)	607	1,771
Adult Literacy (ADULT)	680	1,722
Adolescent Literacy (ADOLES)	3,695	9,554
Beginning Reading/Writing (BEGIN)	7,682	21,646
Classroom Strategies (STRAT)	8,118	23,854
Content Area Literacy (CONTNT)	2,836	7,054
Family Literacy (FAMILY)	1,199	3,076
Home, School, Comm. Partnerships(PARTNR)	1,075	3,002
Instructional Materials (INMAT)	1,892	5,680
Instructional Technology (INTECH)	800	2,111
Language/Word Study (LANG)	1,986	5,037
Motivation (MOTIV)	2,347	6,513
Multi Language Literacy (MULTI)	728	1,999
Struggling Learners (STRGGL)	8,021	20,878
Critical Literacy (CRIT)	705	1,742
New Literacies(Elc/Med/Vi) (NEWLIT)	955	2,139
Literacy Policy (POLICY)	380	874
Research (Qual & Quant) (RESRCH)	1,587	3,900