

Psychology Book Buyers

(The Hatherleigh Company, Ltd.)

12,832 Active Buyers \$125/M

The Hatherleigh Company, Ltd, is the leading home study CE CME publisher. Founded in 1981, Hatherleigh commissioned original articles from the best clinicians and educators on selected topics of interest and need to practitioners in the field of Psychiatry, Counseling, Psychology, Nursing, Rehabilitation and Psychopharmacology. Hatherleigh publishes Directions in Psychiatry, Directions in Mental Health Counseling, Directions in Rehabilitation Counseling, Directions in Clinical and Counseling Psychology, Directions in Psychiatric Nursing and Directions in Gerontological Nursing. Hatherleigh also publishes Essential Psychopharmacology, a leading journal for mental health practitioners.

In 1995, Hatherleigh established a new division, Hatherleigh Press, to publish quality books and audio books on health for the general consumer.

Address Type: 92% Home 8% Business

Source: 100% Direct Response Generated

Demographic Information:

- Male 36 %
- Female 59 %

Specialized Segments

Psychiatry Products (P)	2,924
Mental Health Counseling (M)	3,992
Psychiatric Nursing (N)	1,271
Addictions & Substance Abuse (S)	1,486
Rehabilitation Counseling (R)	2,855
Clinical Counseling ©	1,190

If this list interests you, we also manage:

American Counseling Association
 National Board for Certified Counselors
 NAADAC- The Association for Addition Professionals

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

THC reserves the right to refuse orders deemed by THC to be contrary to the best interest of their buyers.

Selections Available:

Title	\$15/M
State, SCF	\$10/M
Key Code	\$5/M
Nth Select	N/C

Address Format:

Pressure Sensitive Labels	\$35/M
By E-mail with NCOA	\$75

Last Update: 05/09

TERMS AND CONDITIONS:

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

DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on this list. A refund of 35 cents per piece of undeliverable mail will be issued by MGI to the mailer upon the list owner's confirmation of the undeliverable addresses. MGI must receive the undeliverable addresses from the use of this list within 90 days of invoice date for the mailer to qualify for this refund.



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