



List Brokerage & Management • Data Processing • Internet Marketing

The McGraw-Hill Companies

## MCGRAW-HILL BUSINESS LEADERS DATABASE

2,368,789	Active US Subscribers .....	\$135/M
1,421,273	Executives at Business Address.....	+\$15/M
947,516	Executives at Home Address.....	+\$15/M
37,404	Young Professionals.....	\$150/M
268,741	Expires .....	\$90/M
295,355	International Subscribers.....	\$295/M
73,084	Canadian Subscribers .....	\$150/M
452,075	Female Executives .....	\$150/M
471,395	Email Addresses .....	\$285/M
500,611	Phone Numbers.....	+\$60/M

The **MCGRAW-HILL BUSINESS LEADERS DATABASE** offers direct marketers unprecedented potential for connecting with today's most powerful corporate leaders, business professionals, and influential thinkers at business and home address. This amazing database leverages The McGraw-Hill Companies global reach in publishing, education, financial services, aviation, construction and energy. It provides extraordinary access to top corporate executives, middle management executives, financial, IT, production, engineering, design, sales, and marketing executives, and elite industry professionals by name.

The **MCGRAW-HILL BUSINESS LEADERS DATABASE** is comprised of unduplicated subscribers to *BusinessWeek*, *Architectural Record*, *Aviation Week & Space Technology*, *Business & Commercial Aviation*, *Engineering News Record*, *M-H Construction Regional Publications*, *The Outlook from Standard & Poor's*, *Overhaul & Maintenance*, *Platts*, *Sweets* and buyers of specialty books published by The McGraw-Hill Companies.

Combine the buying power of these executives, and the integrity of McGraw-Hill's data, with the fact that these records are business subscribers and book buyers generated through direct mail, and you get a superbly responsive database of unsurpassed quality.

The McGraw-Hill Companies properties have proven responsive to offers including: software, hardware, educational material, managerial publications, financial, office equipment/supplies, clothing, travel, entertainment, motivational and personal improvement, real estate, high ticket gifts and much more. The McGraw-Hill subscriber files are highly selectable, response-proven and well-maintained...add them to your next campaign today.

### Additional Information

---Gender---  
84% Male  
16% Female

---Media---

4-Up Cheshire ..... N/C  
PSL..... \$12/M  
Cartridge..... \$25 Flat  
Diskette..... \$50 Flat  
Email..... \$65 Flat

---Selection---

One Name Per Site ..... \$15/M  
Job Function ..... \$15/M  
Bus/Industry Type..... \$15/M  
SCF ..... \$11/M  
State ..... \$11/M  
Zip..... \$11/M  
Gender..... \$15/M  
Home/Business ..... \$15/M  
Country ..... \$15/M  
Employee Size ..... \$15/M  
Hotline ..... \$15/M  
Province..... \$11/M

---Turn Around---  
allow 3 to 5 working days

---Key Code---  
\$3/M

---Minimum Order---  
5,000 Names

---Source---  
100% Direct Mail Generated  
Paid and Controlled Subscribers and  
Book Buyers

\*Transmission  
\$95/M for Text  
\$115/M for HTML

Sample Mailing Piece Required

### Contact

For Postal List Info Contact:  
Claude Marada at 845-731-2760  
claude.marada@edithroman.com

For Email List Info Contact:  
Maggy Pizzuto at 845-731-3844  
maggy.pizzuto@epostdirect.com

**Database Segmentation**

459611	Architectural & Design Mangement	25,147	Homeland Security
186977	AVIATION WEEK	97,997	Human Resources
927899	Construction	112,117	Legal, Social Services & Membership Organizations
588459	Corporate Management	524,624	Manufacturing
151876	Educational Services	882,586	Middle Management
471395	Email Addresses	148,281	Personal Business & Other Services
145244	Energy Professionals	55,110	Production Executives
185668	Engineering Management	151,838	Retailers & Wholesalers
452075	Female Executives	92,582	Sales & Marketing
151872	Finance, Insurance and Real Estate	1,027,545	Small Business Professionals
89558	Financial Management	285,775	Transportation, Communication & Public Utilities
58447	Government	947,516	At Home Database
89278	Healthcare		

SIC	Industry/Description	Total	Corporate		Middle	Fin.	Sales	Prod.	Eng.	Prof.	Other
			Mgmt	Mgmt	Mgmt	Mktg	Mgmt	Mgmt			
01-09	Agriculture/Forestry/Fishing...	19,712	6,343	8,361	743	621	209	782	1,144	1,509	
10-14	Mining	28,308	7,581	12,762	1,345	739	589	2,109	1,153	2,030	
15-17	Construction	198,415	55,243	96,255	8,178	3,840	3,089	18,662	3,818	9,330	
20-39	Manufacturing	524,624	136,839	200,015	24,577	40,028	9,708	35,545	27,810	50,102	
40-49	Trans/Comm/Public Utilities	285,775	70,861	100,366	8,864	10,521	15,494	16,320	42,421	20,929	
50-51	Wholesale	82,101	28,609	31,219	4,295	5,907	791	2,129	2,416	6,735	
52-59	Retail	69,737	23,357	27,275	3,357	3,227	1,267	2,016	3,769	5,469	
60-67	Finance, Ins. & Real Estate	151,872	52,541	55,522	10,219	6,463	2,527	4,773	7,434	12,392	
70-79	Personal & Business Services	148,281	44,323	58,379	7,199	6,069	2,076	6,235	8,157	15,843	
80	Health Services	89,278	12,296	24,647	1,875	703	973	3,135	38,357	7,291	
82	Educational Services	151,876	12,988	39,491	1,848	1,138	3,390	4,907	44,341	43,772	
87	Engineering & Mgmt Services	299,405	71,071	112,162	7,055	5,721	5,734	65,163	16,535	15,963	
UBS	Services, N.E.C.	112,117	27,174	41,836	3,853	2,841	4,394	10,114	9,599	12,306	
90-97	Government	58,447	11,356	24,144	2,553	1,385	2,606	4,301	5,727	6,376	
99	Other Business, N.E.C.	148,841	27,875	50,152	3,596	3,378	2,262	9,478	26,939	25,160	
	Totals - All Executives	2,368,789	588,459	882,586	89,558	92,582	55,110	185,668	239,619	235,207	