



List Brokerage & Management • Data Processing • Internet Marketing



NIELSEN BUSINESS MEDIA US MASTERFILE

3,004,812	Nielsen Business Media US Masterfile.....	\$135/M
313,168	Nielsen Business Media Advertising & Media World Professionals.....	\$150/M
256,649	Nielsen Business Media Architecture & Design Professionals.....	\$150/M
379,984	Nielsen Business Media Arts & Entertainment Professionals.....	\$150/M
556,686	Nielsen Business Media Big Business Professionals.....	\$150/M
32,230	Nielsen Business Media Canadian Executives.....	\$145/M
40,573	Nielsen Business Media Construction Professionals.....	\$150/M
821,561	Nielsen Business Media Consumer Masterfile.....	\$105/M
1,349,434	Nielsen Business Media Continuing Education Solutions.....	\$150/M
811,047	Nielsen Business Media Corporate Management.....	\$150/M
731,846	Nielsen Business Media Business Travel Executives.....	\$150/M
452,376	Nielsen Business Media ecommerce Professionals.....	\$150/M
103,456	Nielsen Business Media Education Professionals.....	\$150/M
55,210	Nielsen Business Media Elite 1000.....	\$150/M
1,385,365	Nielsen Business Media Email Database.....	\$300/M
822,969	Nielsen Business Media Female Executives.....	\$150/M
74,344	Nielsen Business Media Financial Professionals.....	\$150/M
250,932	Nielsen Business Media Food & Beverage Professionals.....	\$150/M
41,678	Nielsen Business Media Government Professionals.....	\$150/M
244,187	Nielsen Business Media Health Care Professionals.....	\$150/M
110,011	Nielsen Business Media Information Technology Professionals.....	\$150/M
435,078	Nielsen Business Media Manufacturing Professionals.....	\$150/M
1,509,278	Nielsen Business Media Middle Management.....	\$150/M
367,794	Nielsen Business Media Middle Market Executives.....	\$150/M
1,425,439	Nielsen Business Media Office Management Solutions.....	\$150/M
46,337	Nielsen Business Media Real Estate Professionals.....	\$150/M
611,689	Nielsen Business Media Retail Professionals.....	\$150/M
730,081	Nielsen Business Media Sales & Marketing Professionals.....	\$150/M
1,305,887	Nielsen Business Media Service Industry Professionals.....	\$150/M
1,574,774	Nielsen Business Media Small Business Executives.....	\$150/M
616,116	Nielsen Business Media SOHO Solutions.....	\$150/M
163,415	Nielsen Business Media Sporting Goods/Sportswear.....	\$150/M
1,107,974	Nielsen Business Media Technology Solutions.....	\$150/M
2,187,914	Nielsen Business Media Telemarketing Masterfile.....	\$195/M
491,897	Nielsen Business Media Trade Show Attendees.....	\$135/M
491,659	Nielsen Business Media Training/HR Management.....	\$150/M
209,897	Nielsen Business Media Wholesale Professionals.....	\$150/M
1,262,864	Nielsen Business Media Wireless Solutions.....	\$150/M

Additional Information

---Date---
9/08

---Media---

4 Up Cheshire N/C
E-mail \$65/F
Diskette \$50/F
PSL \$10/M
Cartridge \$25/F

---Selections---

One Name Per Site \$15/M
Job Title/ Function \$15/M
Business/IndustryType \$15/M
Geo..... \$10/M
Gender \$15/M
Phones \$60/M
Multi-Buyers..... \$15/M
Emp. Size \$15/M
SIC..... \$25/M
Websites..... \$15/M

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

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

---Source---
ABC Audited
BPA Audited
Qualified and
Paid Subscribers
and Attendees

Sample Mailing
Piece Required

*Transmission:
\$95/M - Text
\$115/M - HTML

--Cancellation--
\$10/M + \$50 Flat Fee
Cancellation After Mail Date
Requires Payment in Full

Contact

For Postal List Info Contact:

John Lo Giudice at 845-731-2752
mailto:john.logiudice@edithroman.com

For Email List Info Contact:

Wayne Nagrowski at 845-731-3854
mailto:wayne.nagrowski@epostdirect.com

Published by Nielsen Business Media (Formerly VNU Business Media)
The **NIELSEN BUSINESS MEDIA US MASTERFILE** offers you unparalleled access to top corporate, middle, training, sales & marketing executives by name within retail, media, marketing, advertising, entertainment, travel, design, real estate, training, manufacturing, wholesale, and service industries.

Now, for the first time ever, you can direct mail, telemarket or email to NIELSEN's master database of subscribers and attendees with proven purchasing power. From small businesses to large companies, this file of **3,004,812** professionals offers unsurpassed breadth and depth. The names are comprised of the highest quality, BPA or ABC audited and CASS certified subscribers, which ensures maximum response to your offer.

NIELSEN's subscribers and attendees are always searching for new ways to expand their businesses and operate more efficiently. These professionals respond to a wide variety of offers including: industry seminars, office products and services, computer software and hardware, general business and consumer books and catalogs, credit cards, investments, travel, financial, Internet related offers, cellular and more. Utilize NIELSEN's availability of email addresses and telephone numbers for a multichanneled marketing campaign to ensure your highest responses ever.

Edith Roman Associates, Inc. • One Blue Hill Plaza • 16th floor • PO Box 1556 • Pearl River, NY 10965-8556
Voice: 845-620-9000 • 800-223-2194 • Fax: 845-620-9035
www.edithroman.com • mailto:john.logiudice@edithroman.com