



List Brokerage & Management • Data Processing • Internet Marketing



# NIELSEN BUSINESS MEDIA MIDDLE MARKET EXECUTIVES DATABASE

**367,794 Middle Market Executives . . . . . \$150/M**  
**286,885 Subscribers with Phones . . . . . +\$60/M**  
**Canadian Professionals . . . . please inquire**  
**129,447 Email Addresses . . . . . \$300/M\***

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The middle market segment, companies with 100-499, makes a tremendous contribution to today's economy. Target your message to business professionals with purchasing power within this business segment with the Nielsen Business Media Middle Market Executives Database. The decision-makers on this list are business-savvy and technologically competent individuals who are responsible for making his/her company grow and prosper. These professionals seek information on trends and developments in the fields of economics, politics, society, technology, environment, and products and services that will stretch their business to full potential.

Middle market professionals are highly educated, cultured, ambitious, and have an unflinching desire for success. Not only do they have corporate buying power but also personal disposable income. The NIELSEN BUSINESS MEDIA Middle Market Executives Database is great for both business and consumer offers including subscriptions, catalogs, travel, financial, computers, high ticket gifts, software, seminars, services, conferences, and more.

The professionals on this list are subscribers to NIELSEN BUSINESS MEDIA leading business to business publications.

Telephone numbers and email addresses also available.

SIC	INDUSTRY	Total	Corporate	Middle Mgmt.	Sales Marketing	HR Training	IT
01-09	Agr., Forestry and Fishing	800	200	654	446	337	76
10-14	Mining	467	61	401	188	288	57
15-17	Construction	2,622	563	1,953	1,005	1,253	257
20-39	Manufacturing	90,277	21,134	70,071	44,800	35,050	8,728
40-49	Trans., Comm./Public Utilities	18,071	3,845	15,178	9,560	7,840	1,718
50-51	Wholesalers and Distributors	31,302	6,694	25,387	12,741	8,337	1,506
52-59	Retailers	56,847	15,323	42,529	10,656	5,568	1,584
60-67	Fin., Ins. And Real Estate	21,406	3,640	17,205	7,594	11,281	4,534
70-79	Personal and Business Svcs.	36,284	6,368	26,728	15,958	10,689	3,143
80	Medical Services	32,993	3,216	32,192	3,431	7,061	1,393
82	Educational Services	28,635	2,071	24,966	11,200	17,249	7,054
87	Architectural, Eng. and Acct.	23,019	3,909	18,153	7,709	7,743	2,037
81,83-86,							
88-89	Services, N.E.C.	11,630	1,484	9,244	3,834	5,366	1,424
90-97	Government	10,946	921	9,993	3,159	6,844	1,712
UNK	Other Business, N.E.C.	2,494	436	2,696	1,267	2,251	1,086
01-97	<b>Total - All Executives</b>	<b>367,794</b>	<b>69,865</b>	<b>297,347</b>	<b>133,549</b>	<b>127,158</b>	<b>36,308</b>

## 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/Industry Type ... \$15/M  
 Geo..... \$10/M  
 Gender..... \$15/M  
 Phones ..... \$60/M  
 Multi-Buyers..... \$15/M  
 SIC..... \$15/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

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