



List Brokerage & Management • Data Processing • Internet



NIELSEN BUSINESS MEDIA SALES & MARKETING PROFESSIONALS DATABASE

730,081 Sales & Marketing\$150/M
624,886 Subscribers with Phones+\$60/M
6,498 Canadian Professionals\$160/M
339,740 Email Addresses\$300/M*

Published by Nielsen Business Media (Formerly VNU Business Media)

No other list compares to the **NIELSEN BUSINESS MEDIA SALES & MARKETING PROFESSIONALS DATABASE**. NIELSEN offers you unparalleled access to key sales and marketing executives by name within retail, media, marketing, advertising, entertainment, travel, design, real estate, training, manufacturing, wholesale, and service industries.

The NIELSEN BUSINESS MEDIA subscribers and attendees represented on this file include all levels of presentations, sales, motivation, incentives, promotions, advertising, brand, and product management. Reach these top executives who are directly responsible for their company's performance. These computer-savvy sales and marketing professionals rely on direct mail offers to provide them with the innovative products and services that will keep them competitive. They are forward thinking and continually strive for professional and personal advancement.

They have major purchasing influence for offers relating to technology, CRM projects, training, meetings, corporate web sites, incentives, business travel and more. They also have significant personal disposable income which enables them to be responsive to consumer offers as well.

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

SIC	INDUSTRY	Total	Corporate	Middle Mgmt.	Sales & Mktg	HR Training	IT
01-09	Agr., Forestry and Fishing	2,448	1,024	1,698	2,448	858	121
10-14	Mining	545	169	397	545	256	41
15-17	Construction	6,582	2,403	4,682	6,582	3,016	430
20-39	Manufacturing	182,819	60,288	147,670	182,819	66,608	11,565
40-49	Trans., Comm./Public Utilities	74,944	26,329	57,947	74,944	15,525	2,012
50-51	Wholesalers and Distributors	70,435	23,267	56,329	70,435	25,225	2,283
52-59	Retailers	58,248	17,929	49,371	58,248	12,958	1,927
60-67	Fin., Ins. And Real Estate	38,160	15,290	26,858	38,160	16,931	4,079
70-79	Personal and Business Svcs.	91,387	34,775	70,677	91,387	23,146	4,348
80	Medical Services	17,216	5,565	13,267	17,216	10,957	1,988
82	Educational Services	31,560	5,374	26,830	31,560	22,294	7,460
87	Architectural, Eng. and Acct.	45,088	19,137	32,428	45,088	17,494	3,100
81,83-86,88-89	Services, N.E.C.	21,926	8,541	14,485	21,926	12,159	
1,732							
90-97	Government	10,194	2,354	8,175	10,194	6,991	1,794
UNK	Other Business, N.E.C.	78,527	24,292	53,255	78,527	25,124	3,903
01-97	Total - All Executives	730,081	246,737	564,070	730,081	259,541	46,782

Employee Size:

1-49 391,599
 50-99 43,511
 100-499 133,549
 500-999 46,796
 1000+ 59,558

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

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