



List Brokerage & Management • Data Processing • Internet Marketing



## NIELSEN BUSINESS MEDIA SMALL BUSINESS EXECUTIVES DATABASE

**1,574,774 Small Business Executives .....\$150/M**  
**1,219,999 Subscribers with Phones .....+\$60/M**  
**Canadian Professionals .... please inquire**  
**668,716 Email Addresses .....\$300/M\***

Published by Nielsen Business Media (Formerly VNU Business Media)

Small businesses are growing faster than any other business segment today. Now, more than ever, the executives who run these small businesses have a greater demand for products and services such as furniture, computers, and training to keep up with its expansion. Now you can target your message to this highly sought after group of entrepreneurs by using the **NIELSEN BUSINESS MEDIA SMALL BUSINESS EXECUTIVES DATABASE**.

The decision-makers on this list are technologically competent and responsible for making their companies, with less than 100 employees, grow and prosper. They are highly educated, cultured, ambitious, and have an unwavering desire for success. Not only do they have buying power for their small yet essential companies but also personal disposable income. This makes them a great prospect for consumers offers as well as business offers.

Utilize the **NIELSEN BUSINESS MEDIA SMALL BUSINESS EXECUTIVES DATABASE** via direct mail, telephone or email for relevant books and catalogs, travel, financial, high-ticket gifts, computers, software, seminars, services, conferences, and much more.

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

SIC	INDUSTRY	Total	Corporate	Middle Mgmt.	Sales & Marketing	HR Training	IT
01-09	Agr., Forestry and Fishing.....	7,630	2,651	3,468	1,951	1,535	313
10-14	Mining.....	1,084	296	744	345	508	72
15-17	Construction.....	34,791	15,713	13,195	6,120	5,439	1,075
20-39	Manufacturing.....	220,685	117,128	133,122	93,440	62,686	13,920
40-49	Trans., Comm./Public Utilities.....	100,232	39,861	71,819	36,726	22,776	3,478
50-51	Wholesalers and Distributors.....	137,806	62,015	89,130	52,060	27,501	3,698
52-59	Retailers.....	409,663	220,320	208,587	41,940	22,328	4,398
60-67	Fin., Ins. And Real Estate.....	93,493	23,089	61,191	29,119	37,501	10,464
70-79	Personal and Business Svcs. ....	180,851	66,608	102,118	62,162	41,675	10,311
80	Medical Services.....	49,502	10,229	46,543	11,582	17,353	3,120
82	Educational Services.....	61,339	8,684	54,413	22,262	35,036	13,423
87	Architectural, Eng. and Acct.....	158,294	52,973	110,215	38,581	36,540	7,482
UBS	Services, N.E.C. ....	59,605	13,506	38,164	21,535	24,740	4,161
90-97	Government.....	23,355	2,367	21,609	6,504	15,340	2,877
UNK	Other Business, N.E.C.....	36,446	10,542	38,211	10,784	25,385	4,708
01-97	<b>Total - All Executives .....</b>	<b>1,574,774</b>	<b>645,982</b>	<b>992,529</b>	<b>435,110</b>	<b>376,341</b>	<b>83,502</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/IndustryType .... \$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

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