



List Brokerage & Management • Data Processing • Internet Marketing



NIELSEN BUSINESS MEDIA TECHNOLOGY SOLUTIONS DATABASE

1,107,974 Postal Addresses \$150/M
900,388 with Phones +\$60/M
33,240 Email Addresses \$395/M*

Published by Nielsen Business Media (Formerly VNU Business Media)

The **Nielsen Business Media Technology Solutions Database** gives you access to professionals who are business savvy, involved in the changing technological times, and are continuously looking to add profit and value to their company through technology. Charged with the procurement responsibilities regarding all technology products and services, these managers have the purchasing power to buy computers, peripherals, software, and networking/communication systems.

This brand new, 100% direct mail generated database is multi-sourced from leading Nielsen BPA/ABC audited publications, qualified and paid subscribers, and seminar/conference attendees that have responded highly to technology products and services campaigns.

A one-stop source for reaching the virtual usage of all Nielsen continuation segments, the addresses on this database will prove your campaign a success. There is no better way to reach proven users than to utilize the Technology Solutions Database, a Nielsen Business Media file comprised of only top quality mailers who target subscribers of Nielsen Business Media's firmly established publications.

Maximize the value of your marketing dollar by communicating with the same prospect through direct mail, telemarketing and email multi-channels. This audience has proven responsive for managerial products, time management, educational materials, business and personal travel, financial, high-ticket gifts, hardware and software, training, membership, Internet, wireless, office products and services, credit cards, and so much more.

Additional Information

---Date---
5/08

---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..... \$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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