



List Brokerage & Management • Data Processing • Internet Marketing



NIELSEN BUSINESS MEDIA TELEMARKETING MASTERFILE DATABASE

2,187,914 Telemarketing Masterfile \$195/M
23,200 Canadian Professionals \$205/M
584,270 Email Addresses \$300/M*

Published by Nielsen Business Media (Formerly VNU Business Media)

Telemarket your message to key decision-makers using the **NIELSEN BUSINESS MEDIA TELEMARKETING DATABASE**. With this database you can directly influence 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.

Use the NIELSEN BUSINESS MEDIA Telemarketing Database alone or as a follow-up to a NIELSEN BUSINESS MEDIA postal mailing list.

The professionals on this list are always looking for new ways to expand their businesses and operate more efficiently. They possess tremendous purchasing power or have influence over spending in their organizations. Tell them about your travel offer, financial service, software, seminar, services, or conference. This file has proven to be responsive for many offers!

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

<u>SIC</u>	<u>INDUSTRY</u>	<u>Total</u>	<u>Corporate</u>	<u>Middle</u>	<u>Sales &</u>	<u>HR</u>	<u>IT</u>
				<u>Mgmt.</u>	<u>Marketing</u>	<u>Training</u>	
01-09	Agr., Forestry and Fishing	6,161	2,362	3,159	2,160	1,222	232
10-14	Mining	1,422	332	933	506	629	107
15-17	Construction	30,471	14,063	11,112	5,604	4,264	835
20-39	Manufacturing	358,634	135,076	208,356	154,003	89,171	20,928
40-49	Trans., Comm./Public Utilities	129,963	40,760	88,836	69,055	25,327	4,478
50-51	Wholesalers and Distributors	189,049	65,847	115,088	64,114	28,465	3,682
52-59	Retailers	542,686	253,118	244,284	53,226	20,609	4,689
60-67	Fin., Ins. And Real Estate	101,219	24,008	60,382	33,774	34,859	11,309
70-79	Personal and Business Svcs.	195,974	56,672	101,988	71,165	34,696	8,672
80	Medical Services	100,783	14,511	86,909	15,936	21,646	4,269
82	Educational Services	76,852	8,304	63,416	26,599	37,115	15,172
87	Architectural, Eng. and Acct.	158,422	48,054	97,271	38,852	28,311	5,958
UBS	Services, N.E.C.	56,443	12,202	31,381	19,652	19,024	3,288
90-97	Government	34,138	3,196	27,289	9,381	17,382	3,774
UNK	Other Business, N.E.C.	205,697	49,944	112,949	60,857	45,595	7,329
01-97	Total - All Executives	2,187,914	728,449	1,253,352	624,886	408,315	94,724

Employee Size:

1-49 1,056,927
 50-99 163,072
 100-499 286,885
 500-999 69,846
 1000+ 113,673

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
 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

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