

## DecisionMaker UK

### SELECTION SUMMARY

Mailing Contacts	6,579,159
Telemarketing Contacts	4,183,566
Sites	3,845,532
Email Contacts	1,405,610

### Overview

- Source:** This exclusive Mardev multi-base is built from market leading business-to-business publishers, directories and exhibitions. This file offers excellent penetration of both established and emerging business regions. The database is a pre-merged, de-duplicated source of responsive decision makers, all of whom are international in outlook. This file is highly selectable by job function, by industry, and by purchasing responsibility.
- Users:** Will work well for international business and consumer offers including seminars, conferences, business books, financial products and services and business equipment and incentives. Especially useful for those looking for greater numbers than would be currently available on individual files.
- Selections:** Geographic, Business Activity, Employee Size, Fleet Size, Gender, Job Function, Job Status, Product Purchased.
- Conditions of Rental:** List must be despatched to a third party mailing house. A sample mailing piece must be supplied for publisher approval. Pre-payment is required for all new customers. N.B. Data Processing charges applicable on complex merge processes including Nth selection, merge-purge, maximum quantities (minimum invoice œ150 per process).

### PRODUCT COST

Description	Cost	Quantity
EMAIL	£320.00	per 1000
LEASING	£600.00	per 1000
MAILING	£160.00	per 1000
MAIL & TELEMARKETING	£350.00	per 1000
TELEMARKETING	£250.00	per 1000

### MINIMUM ORDER

Description	Cost	Quantity
MINIMUM ORDER – EMAIL	£960.00	each
MINIMUM ORDER – LEASE	£1,200.00	each
MINIMUM ORDER – MAILING	£500.00	each
MINIMUM ORDER – MAIL & TELEMARKETING	£750.00	each
MINIMUM ORDER – TELEMARKETING	£750.00	each

### EXTRAS

Description	Cost	Quantity
A/B SPLIT	£2.00	per 1000
CANCELLATION CHARGE	£200.00	each
COMPLEX DATA PROCESSING	£150.00	each
CORPORATE TPS	£4.00	per 1000
FLAGGING	£5.00	per 1000

KEYCODING	£5.00	per 1000
MAILSORT	£50.00	each
SELF ADHESIVE LABELS	£15.00	per 1000
SUBSEQUENT SELECTIONS	£10.00	per 1000
SUBSTITUTE JOB TITLE	£2.00	per 1000

#### DELIVERY

Description	Cost	Quantity
DELIVERY	£30.00	each

#### Breakdown

Region	Mail	Telephone	Email
A. Inner London	799,945	447,574	237,266
B. Outer London	535,859	335,145	102,884
C. England South East	802,801	507,918	170,056
D. England South West	520,339	329,671	106,046
E. England East Anglia	478,953	309,627	97,282
F. England Midlands	1,008,109	659,065	204,752
G. England North	1,412,873	922,512	283,547
H. England West and Wales	364,397	240,297	64,623
I. Scotland	486,425	316,677	107,859
J. Northern Ireland	149,995	98,905	27,578
K. Channel Islands	11,972	9,895	2,380
L. Isle of Man	7,273	6,202	1,212

Site Status	Mail	Telephone	Email
Head Office	949,204	646,706	316,681
Branch	393,718	299,778	97,181
Single Site	4,110,825	2,495,587	559,704
Home Business	145,753	105,577	17,783

Job Title Select	Mail	Telephone	Email
Top Management	4,220,065	2,575,195	702,267
Directors	1,794,041	919,923	213,705
Managers	1,192,149	717,763	484,636
Managing Directors Exact Match	362,250	277,762	107,412
Managing Directors or Equivalents	1,743,601	1,214,938	265,747
General Managers Exact Match	55,045	45,948	24,762
Heads	19,754	5,841	14,136
Owners	1,293,399	864,848	125,484
Chief Executives	22,465	18,211	6,381
Financial Directors	101,015	77,194	27,722
Financial Management	59,888	44,954	22,589
Purchasing Directors	1,005	687	320
Purchasing Managers	18,750	14,116	4,409
IT Directors	1,234	611	772
IT Managers	22,425	13,564	10,401

Job Title Select	Mail	Telephone	Email
Personnel Directors	8,867	3,587	5,371
Personnel Managers	72,749	39,856	34,197
Sales & Marketing Directors	37,623	18,457	18,701
Sales & Marketing Management	60,089	43,619	17,844
Sales Directors	31,802	14,127	17,519
Sales Managers	41,331	30,740	12,822
Marketing Directors	9,831	7,200	2,219
Marketing Managers	39,639	29,534	9,311
Commercial Directors	3,083	2,228	1,012
Commercial Managers	2,692	1,748	976
Quality Directors	364	192	156
Quality Managers	7,793	5,486	1,017
Technical Directors	12,895	2,557	10,173
Technical Managers	4,753	2,933	1,640
Telecommunications	1,399	1,135	754
Ad/Design/CreativeDirectors/Managers	2,065	1,231	685
Buyers	13,288	10,803	1,401
Company Secretaries	120,901	75,149	26,605
Customer Service Individuals	9,731	7,166	1,571
Facilities Management	38,927	27,946	7,303
Quality Directors	5,108	3,420	1,185
Quality Managers	7	6	1
Bursars	1,196	677	195
Call Centre	603	476	88
Credit Control	1,551	1,149	94
Data Communications	336	289	79
E-Business	554	430	141
Investment/Fund Mgmt	394	317	99
Health & Safety	17,633	13,932	1,098
Clergymen	12,273	10,171	1,332
Warehousing/Stock Control	4,422	3,276	202
Transport/Distribution/Logistics	8,113	4,609	2,795
Web Master/Developer	880	474	373
Academia	13,023	8,762	6,021
Accounting	9,481	7,713	1,343
Administration	47,552	35,408	13,174
Banking	572	526	31
Business Development	868	420	387
Buyers	13,288	10,803	1,401
Catering	659	361	151
Commercial	5,870	4,067	2,001
Communications	2,990	1,570	1,660
Consulting	16,623	6,748	10,151
Customer Service	9,731	7,166	1,571
Database	579	320	316
Development	23,120	5,368	17,939
Economics	286	110	219

Job Title Select	Mail	Telephone	Email
Electronics	2,194	863	1,533
Engineering	20,016	11,626	7,754
Export	652	542	144
Finance	161,268	122,420	48,492
Food Preparation	468	335	47
Industrial Relations	5	2	5
Internal Audit	95	41	80
IT	57,361	35,770	35,341
Legal	11,146	2,356	8,863
Librarian	356	148	237
Management	75,384	62,123	47,173
Manufacturing	1,013	787	178
Market Research	43	33	3
Marketing	72,381	45,144	30,175
Medical	4,457	2,704	1,796
Operations	23,005	17,017	6,807
PA	3,858	3,174	2,747
Personnel/HR	71,464	42,503	32,953
Planning	1,882	609	1,511
Product Development	252	153	90
Production	29,608	17,007	10,920
Public Relations	3,815	655	3,072
Publishing	304	246	50
Purchasing	24,494	18,287	6,653
Quality Control	9,032	6,276	1,379
Recruitment	1,226	574	723
Research & Development	12,878	927	11,683
Sales	82,635	51,782	36,839
Science	18,341	12,020	4,663
Secretary	13,394	9,807	2,715
Teaching	57,929	39,395	15,477
Technical	19,624	6,354	12,973
Telecommunications	1,399	1,135	754
Trading	509	423	63
Training	16,854	3,693	12,426
Travel	7,406	2,652	5,153
Bar Staff	66	51	2
Food & Beverage	540	430	38
Banqueting	2	2	0
Hotel Staff	971	645	298
Project	8,040	3,452	4,858
Architect	585	294	310
Press	384	213	211
Fleet	2,220	1,514	1,652
Company Registration Agent	1,003	987	1
Construction	448	242	93
Farmer	1,170	522	575

Job Title Select	Mail	Telephone	Email
Government Staff	244	233	7
Junior Management	3,360	1,879	1,418
Landlord/landlady	15,785	12,721	1,136
Licensee	11,682	9,649	883
Motor dealer	1,238	991	287
School Staff	76,757	51,651	21,440
Social Worker	8,783	2,926	7,638
Surveyor	1,976	1,179	788
Chairmen	2	1	2
Deputy	21,717	13,405	7,361
Leaders	3,873	1,713	2,486
Officers	41,752	24,232	18,202
Partners	383,930	238,653	58,303
Presidents	4,403	3,613	700
Senior	506,826	388,270	312,416
Supervisors	3,457	2,627	782

Job Function	Mail	Telephone	Email
Architect	202	193	7
Design	3,527	2,635	695
Business Development/Analyst	40,821	17,840	29,349
Project Management	41,782	16,167	31,510
Academic	23	19	1
Education/Training	176,270	117,557	46,792
Engineering - Design	10,356	4,637	7,865
Engineering - Other	14,707	9,742	3,973
Finance	215,771	169,639	53,154
Communications	856	669	206
IT - Analyst/Programming	28,415	12,129	20,516
IT - DP	197	173	58
IT - General	113,686	67,120	65,050
IT - Internet	456	326	110
IT - MIS (Mgmt Info Svce)	38,817	18,359	26,168
IT - Network	1,328	1,092	433
IT - Support	14,534	5,954	10,992
Systems Integrator	1,319	1,122	453
Corporate Mgmt (inc.Company Mgmt)	1,083,861	826,228	198,293
Administration	40,680	27,040	12,401
Back of House	1	0	1
Consulting	10,857	4,868	6,490
Customer Service/ Call Centre	15,939	11,770	3,282
Executive - General	1,161,235	936,852	147,860
Purchasing	100,516	74,164	46,793
Catering / Food Services	2,964	2,300	585
Legal	15,149	7,791	9,495
Library / Information	15	13	1
Medical / Health Care	20,348	7,532	15,552

Job Function	Mail	Telephone	Email
Occupational Health / Safety	38,205	26,435	10,698
Personnel	89,336	56,578	37,926
Training	30,810	17,903	13,940
Manufacturing	325	299	13
Operations	13,036	9,557	6,423
Production	19,280	13,036	6,092
Quality Control	20,296	12,437	7,604
Plant	26	24	1
Property / Maintenance	34,538	25,090	7,567
Research & Development	13,144	6,083	8,560
Scientist	3,036	2,221	584
E-Commerce / E- Business	664	450	148
Marketing	53,484	41,423	17,316
Sales	62,774	48,106	17,882
Sales & Marketing	29,586	17,834	19,790
Public Relations/Press	418	403	8
Technical - Engineering	323	308	10
Technical - Other	14,953	9,208	6,518
Transport/Distribution / Logistics	18,463	12,618	5,995
Warehouse / Storage	16,367	11,985	3,480
Agriculture	3,299	1,612	1,339
Other Services (Personal)	242	68	32
Middle Management	289,703	207,559	94,552
Fleet Contacts	4,522	3,508	2,234
Accounting / Actuary / Auditing	5,785	5,380	216
Company/Corporate Secretary	3,890	3,700	178
Corporate Governance / Compliance	31	28	2
Insurance	480	456	15
Secretary / Personal Assistant	4,859	4,174	3,085
Environmental/Waste	6,819	5,005	1,375
Travel Management	235	222	9
Surveyance	704	665	27
Construction / Builder	1,115	1,028	47
Media / Film / Broadcast	190	181	3

Job Level	Mail	Telephone	Email
Chairman	16,322	14,049	2,968
President	725	650	64
Owner	470,079	361,234	54,713
Partner	218,719	174,802	36,625
Chief Executive	14,352	11,207	3,751
Managing Director	306,978	230,810	71,391
Director	886,727	537,065	463,478
General Manager	12,325	9,009	4,012
Head	20,965	10,731	12,341
Manager	634,951	303,953	360,100
Officer	10,881	6,246	5,055

Supervisor	15,500	6,011	11,254
Board Member	10,966	749	10,533
Executive Level	3,469	3,228	178
Key Decision Maker	430,935	344,804	155,439

Products Purchased	Mail	Telephone	Email
Alcoholic Drinks	12	9	4
Audio / Visual Equipment	783	308	644
Beverages	11	9	3
Books / Magazines	31,441	11,155	24,545
Building Equipment / Materials	15,349	6,430	9,686
Business Services / Consultancy	7,700	3,082	5,900
Business Travel / Entertainment	7,993	3,626	5,632
CAD/CAM/CAE/CIM	3,464	1,665	2,587
Catering Equipment / Services	14	10	5
Chemicals / Petrochemicals / Fuels	4,999	2,289	3,118
Clothing	1	1	1
Comms - Systems	5,294	2,279	3,601
Comms - Tele	14,179	5,507	10,930
Company Vehicles	17,454	8,019	10,974
Computer - Components	6,982	3,402	5,126
Computer - Mainframes	9,436	4,624	6,114
Computer - Networks	7	5	2
Computer - Peripherals	6,987	3,405	5,128
Computer - Services	37,105	15,034	26,725
Computer - Software	65,837	27,668	46,746
Computer - Supplies	7	5	2
Computer Systems - Desktop & Departmental	43,868	17,980	31,690
Computers - Personal	7	5	2
Conference / Exhibitions	15,954	5,978	12,644
Contractors / Contract Services	2,135	980	1,380
E-Commerce	10,523	4,428	7,945
Education / Training	49,753	18,825	38,507
Electrical / Electronic Components	18,623	9,450	13,393
Electrical Systems	13,883	6,776	9,750
Employee Benefits/Incentives	4,810	1,894	3,809
Energy Services / Utilities	2,603	1,178	1,591
Engineering Services	5,460	2,909	3,748
Facilities Management Equipment / Services	5	5	1
Financial Services	8,362	4,222	5,171
Food & Beverage	12	9	4
Furnishings / Fixtures / Fittings	3,011	1,237	2,232
Health & Beauty/ Guest Products	7,753	2,386	6,023
Health & Safety	7,327	3,368	5,466
Heating/Air Conditioning	3,606	1,486	2,326
Ics / Semiconductors	7,925	3,980	5,766
Legal Services	2,738	1,180	2,008
Maintenance Equipment	6,183	2,523	3,941

Products Purchased	Mail	Telephone	Email
Motors/Fans	13,673	6,936	8,888
Office Equipment and Supplies	34,546	14,165	23,827
Optical & Photographic/Fibre-Ops	4,508	2,206	3,426
Piping / Valves / Pumps	2	1	1
Plant / Process Machinery / Systems	16,211	7,251	10,795
Plastics	2,979	1,520	2,170
Policies (EU/Legal)	681	306	147
Power Supplies / Batteries	13,916	7,319	9,633
Property	626	281	127
Recruitment	15,599	6,413	11,341
Security	10	7	3
Sport / Leisure Equipment	2	1	1
Testing / Testing Equipment	5,668	2,949	4,070
Warehouse / Distribution / Logistics	617	283	472
Arable/Agriculture	6,622	3,665	918
Pharmaceuticals/Cosmeceuticals	9,051	3,650	6,627

Mardev SIC Groups	Mail	Telephone	Email
01 Agriculture	194,150	126,545	24,716
02 Forestry	29,723	19,737	9,035
05 Fishing	4,669	3,284	772
10 Mining	2,190	1,606	684
11 Oil & Gas Exploration	20,956	14,833	6,664
12 Mining Of Uranium And Thorium Ores	2,302	1,543	760
13 Mining Of Metal Ores	25,108	14,429	10,644
14 Quarrying	16,613	12,511	4,991
15 Mnfr Food & Drink	84,080	64,354	17,683
16 Mnfr Tobacco	858	567	259
17 Mnfr Textiles	79,409	58,187	20,252
18 Mnfr Textile Products	39,900	30,602	9,524
19 Mnfr Leather & Leather Products	20,047	15,350	5,411
20 Mnfr Wood & Wood Products	84,003	63,845	18,444
21 Mnfr Paper	86,280	64,945	24,779
22 Publishing & Printing	157,603	108,445	50,256
23 Mnfr Coke, Petroleum Products	13,105	9,488	3,891
24 Mnfr Chemicals & Chemical Products	122,810	91,487	35,315
25 Mnf Rubber & Plastic Products	139,037	105,783	37,915
26 Mnfr Other Non-Metal Mineral Products	92,296	71,016	22,688
27 Mnfr Basic Metals & Fabricated Products	54,348	41,182	14,732
28 Mnfr Fabricated Metal Products	273,852	208,180	70,447
29 Mnfr Machinery & Equipment	274,977	207,225	77,772
30 Mnfr Office Machinery & Computers	88,410	64,172	31,218
31 Mnfr Electrical Machinery	155,121	113,212	47,716
32 Mnfr Radio & TV Equipment	145,824	102,107	47,844
33 Mnfr Medical & Precision Instruments	137,726	101,654	41,520
34 Mnfr Transport Equipment	135,250	96,898	44,468
35 Mnfr Other Transport Equipment	95,008	68,876	27,906

Mardev SIC Groups		Mail	Telephone	Email
36	Mnfr N.E.C	251,455	186,572	66,885
37	Recycling	61,084	41,411	21,448
40	Electricity & Gas Supply	30,936	20,023	12,095
41	Water Supply	7,911	5,910	2,414
45	Construction	648,324	446,317	118,658
50	Sale Of Motor Vehicles	444,267	316,858	107,696
51	Wholesale	595,481	450,140	145,169
52	Retail	806,081	582,088	126,599
55	Hotels & Restaurants	417,650	316,151	45,997
60	Transport Storage & Communications	166,893	120,174	35,300
61	Water Transport	57,615	38,724	20,151
62	Air Transport	15,042	11,027	4,854
63	Support Activities Transport	455,895	319,576	142,572
64	Post & Telecommunications	126,351	91,728	32,962
65	Financial Intermediation	348,668	232,778	117,826
66	Insurance & Pension Funding	84,585	57,575	32,436
67	Activities Auxiliary To Finance	154,295	104,644	54,703
70	Real Estate	299,895	183,919	63,047
71	Renting Equipment	174,310	129,360	45,644
72	Computer Related Activities	294,758	173,860	88,090
73	Research & Development	53,003	32,651	20,554
74	Other Business Activities	1,394,657	841,685	451,082
75	Public Administration	196,638	113,473	95,838
80	Education	532,840	298,771	208,787
85	Health & Social Work	512,206	363,255	134,198
90	Other Social Services	19,504	14,818	4,199
91	Activities Of Membership Organisations	335,199	212,804	127,867
92	Recreational Cultural & Sporting	313,496	218,128	74,175
93	Other Service Activities	367,696	239,281	85,745
95	Private Households With Employed Persons	29,357	16,948	9,566
99	Extra-Territorial Organisations	2,662	1,935	698

Business Status	Mail	Telephone	Email
Limited Liability Company (LLC) / Private Limited Company	2,453,965	1,375,998	425,077
Sole Proprietorship / Partnership	1,211,079	696,918	139,779
Public Limited Company (PLC) / Public Company	47,349	33,065	17,718
Joint Venture	118	79	50
Private Unlimited Company	14,912	9,235	4,634
Mutual Company / Co-operative	8,656	6,754	2,569
Non-profit	9	8	4
State Owned	34,409	9,932	26,156

Employee Size	Mail	Telephone	Email
Employees 0001 to 0019	3,743,644	2,586,102	728,884
Employees 0020 to 0049	539,393	400,175	162,427
Employees 0050 to 0099	280,334	199,241	90,512
Employees 0100 to 0249	290,200	196,443	99,294

Employees 0250 to 0499	155,446	96,365	66,627
Employees 0500 to 0999	71,976	41,552	34,459
Employees 0500 plus	12,301	7,482	5,075
Employees 1000 plus	145,945	77,021	73,656
Pupils on Roll 1-50	26,163	15,427	6,848
Pupils on Roll 51-100	21,969	13,704	5,819
Pupils on Roll 101-200	19,009	12,168	5,130
Pupils on Roll 201-400	41,598	27,635	10,886
Pupils on Roll 401-600	15,889	10,767	4,060
Pupils on Roll 601-800	5,462	3,870	1,405
Pupils on Roll 801-1000	6,770	4,611	1,781
Pupils on Roll 1000+	11,042	7,596	2,974

Turnover	Mail	Telephone	Email
Less than £0.5m	823,967	442,619	437,341
£0.5m - £1m	250,954	193,140	85,240
£1m - £5m	625,823	468,142	203,958
£5m - £10m	155,516	108,574	58,040
£10m - £25m	131,453	88,200	51,960
£25m - £50m	83,771	56,840	32,588
£50m - £100m	50,904	34,244	21,106
£100m - £200m	66,469	44,538	27,221
£200m - £500m	74,382	44,239	32,924
£500m - £1bn	332,173	245,129	82,811
£1bn+	13,258	8,403	5,728

Fleet	Mail	Telephone	Email
1-5 vehicles	245,050	184,274	101,226
6-10 vehicles	94,637	68,369	38,478
11-25 vehicles	129,928	88,244	52,601
26-50 vehicles	21,177	14,275	8,516
51-100 vehicles	14,368	9,345	6,032
101-200 vehicles	10,299	5,342	5,958
201-350 vehicles	2,325	1,276	1,176
350+ vehicles	2,186	1,390	1,007

## IT

Disk Capacity	Mail	Telephone	Email
0-50Gb	300	257	109
50 - 250Gb	201	148	54
250 - 500Gb	982	640	369
500 - 1000Gb	824	508	426
1000 - 2000Gb	292,907	182,343	118,020
2000 - 3000Gb	287,077	182,991	111,030
>3000Gb	52,135	20,223	35,496

Number of Network Devices	Mail	Telephone	Email
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1-10 Devices	31,433	19,268	12,661
11-50 Devices	48,616	32,750	17,188
51-100 Devices	40,562	28,607	14,583
101-200 Devices	47,125	30,750	19,393
201-500Devices	65,521	36,880	31,879
501-1000Devices	34,837	17,792	18,826
1001-5000Devices	39,461	14,218	27,338
>5000Devices	6,405	1,655	5,150

Number of Desktops	Mail	Telephone	Email
1-10 Desktops	103,216	69,633	30,701
11-50 Desktops	137,363	87,562	53,311
51-100 Desktops	80,424	50,949	32,587
101-200 Desktops	83,031	51,147	36,243
201-500 Desktops	94,765	50,270	49,513
501-1000 Desktops	38,720	16,010	24,389
1001-5000 Desktops	18,336	6,595	13,148
>5000 Desktops	2,323	380	1,993

Number of Laptops	Mail	Telephone	Email
1-10 Laptops	130,712	88,254	45,446
11-50 Laptops	215,904	139,282	86,674
51-100 Laptops	74,975	40,677	38,011
101-200 Laptops	41,934	20,347	23,979
201-500 Laptops	35,776	12,924	24,645
501-1000 Laptops	15,112	3,664	11,404
1001-5000 Laptops	4,633	981	3,794
>5000 Laptops	170	81	114

Number of Printers	Mail	Telephone	Email
1-10 Printers	304,750	204,751	101,799
11-50 Printers	216,952	133,133	94,174
51-100 Printers	53,076	26,812	29,094
101-200 Printers	28,491	13,768	16,883
201-500 Printers	21,369	6,200	16,008
501-1000 Printers	7,353	1,591	5,943
1001-5000 Printers	1,531	349	1,282

Number of Servers	Mail	Telephone	Email
1-10 Servers	478,658	308,282	179,003
11-50 Servers	109,224	59,193	56,992
51-100 Servers	22,726	9,680	14,872
101-200 Servers	11,394	3,413	8,193
201-500 Servers	4,267	1,724	2,915
501-1000 Servers	2,878	337	2,556
1001-5000 Servers	24	19	1

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