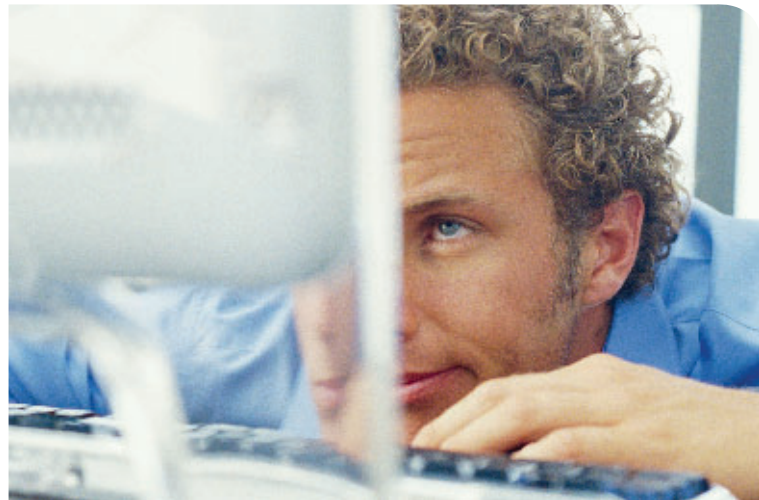


## List Portfolio



**Mardev have more than 300 databases made up of over 30 million named contacts from around the world. Our quality data is second to none due to the depth of information we hold on each prospect.**

Mardev data not only offers comprehensive coverage but also a depth of data at contact level which allows you to target your selections more precisely, increasing your response rates and minimising wastage.

This catalogue will guide you through a selection of the databases available. If you would like further information or counts on any of the lists shown or for information on our full range of lists, please contact your local Mardev office (see details on back cover).

You can also find more information at

**>> [www.mardev.com](http://www.mardev.com)**

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## DecisionMaker

- >> 7.2m contacts
- >> 3.6m sites
- >> 540,000 email addresses
- >> 4.3m UK contacts
- >> 2.4m UK sites
- >> 230,000 UK email addresses

**Mardev's DecisionMaker is a uniquely targeted and comprehensive business database covering a wide range of industry sectors from around the world.**

The file contains over 7.2m records allowing you to target top spending, senior professionals from around the world. Perfect for reaching a large volume of contacts or flexible enough to make a precise targeted selection, the DecisionMaker file allows you to accurately select the best prospects for your offer. Built from market leading business-to-business response driven sources, this list is ideal for any domestic or international business and consumer offers. Now with even more selection criteria available including company turnover, IT storage capacity and no of PC's

DecisionMaker allows you to pinpoint the best prospects for your business to help you increase your marketing ROI.

### Selections available

Job Function
Job Title
Job Status
Product Purchased
Turnover
Site Status
Business Status
Site Size Extra
Employee Size
Fleet Size
SIC Groups
IT Demographics

### Region

	Contacts
Africa	43,944
Asia	210,392
Central America	17,701
Europe	6,440,502
Middle East	46,074
North America	318,354
Pacific	45,520
South America	31,439
West Indies	3,658

Job Function Groups	
	Contacts
Architect/Design	17,046
Corporate Management	3,510,806
Engineering	100,727
Finance	730,739
IT/Comms	641,698
Office Management/Administration	653,226
Personnel & Training	434,983
Production	172,537
Purchasing	458,597
Research & Development	143,302
Sales & Marketing	627,006
Technical	71,958
Transport/Distribution	1,848,811

SIC Groups	
	Contacts
Agriculture/Forestry/Fishing	122,089
Utilities	63,818
Manu: Metals/Minerals/Chemicals	286,610
Manu: Metal Goods/Engineering/Vehicles	783,118
Manu: Other	555,820
Construction	505,942
Distribution/Hospitality/Repairs	1,371,925
Transport/Communication	361,754
Banking/Finance/Insurance	1,125,966
Public Admin/Health Education/Other Services	1,369,953

**For more counts and information about DecisionMaker, contact your local Mardev office.**

(details on the back page)

## Find more customers like your best ones with DecisionMaker Portrait.

Mardev's UK DecisionMaker file also allows you to identify the prospects most likely to respond to your marketing or sales campaigns.

By matching your customer file against the UK DecisionMaker database, you will increase your response rates by making more accurate selections and deliver a better return on your marketing investment.

- >> **Increase your response rates**
  - Select only the best prospects for your offer
- >> **Reduce wastage and opt out rates** – Save money by only targeting the most accurate selection
- >> **Generate the best possible ROI for your campaign** – Identify the optimum number of targets you should target

Contact your Mardev Account Manager now to find out how DecisionMaker Portrait can help you make your marketing budget go further.

## Aerospace

### AIRLINE BUSINESS Reed Database

>> Total Names	8,951
>> One Per Site	6,507
>> Email Addresses	8,020

Airline Business is published monthly and offers unique coverage of the business, commercial and financial aspects of airline management on an international scale both within airlines and their associated companies. Readers are high income, international businessmen with corporate spending power in this multi-billion market place who are also affluent consumers in their private capacity. All contacts are direct mail positive. 99% named individuals at business addresses. Over 95% of UK addresses with postcode and available in Mailsort sequence. The list is updated continuously, and offers a 99% deliverability guarantee on names and addresses.

#### Selections

Business Activity  
Geographic  
Job Function  
Job Level  
Business Address  
Online Information Services

#### Geographic Coverage

Global

### ASIAN AEROSPACE Reed Exhibitions

>> Total Names	26,000
>> Email Addresses	17,000

Asian Aerospace is the premier aerospace event in the Asia Pacific region and attracts top-level decision makers from the private and public sectors, ranging from chairman and executives to senior military officers and government. This database offers excellent opportunities for aviation companies to seek new business in a region tipped to become the most important market for aerospace technology in coming years.

#### Selections

Business Activity  
Geographic  
Job Function

#### Geographic Coverage

Asia

### FLIGHT INTERNATIONAL Reed Database

>> Total Names	6,555
>> One Per Site	5,800
>> Email Addresses	3,892

Flight International reaches an influential audience of aerospace industry decision makers. Aerospace professionals in both the civil and military sectors, readers range from Chief Executive Officers and Chairmen to Chief Pilots. 92% of records have verified their job status in the past 12 months. This list is made up of named individuals at both business and private addresses. Constantly updated this file offers a 99% deliverability guarantee on names and addresses.

#### Selections

Geographic  
Type of Business  
Job Function  
Job Level  
Online Information Service

#### Geographic Coverage

Global

### PAYLOAD ASIA

>> Total Names	12,000
>> Email Addresses	2,000

Payload Asia is the official magazine of the Federation of Asia-Pacific Aircargo Association (FAPAA) which is the acknowledged body of the airfreight industry in the Asia-Pacific region. It covers news and developments in the industry from a regional perspective, offering readers greater detail and insight.

#### Selections

Geographic  
Business Activity  
Job Function

#### Geographic Coverage

Asia

## General Business and Management

### BANKERS ALMANAC

>> Branches	384,732
>> Head Offices W/W	49,972

The Bankers Almanac book has been an essential banking reference for

160 years. It contains contact details of more than 350,000 head office banking personnel from around the world.

#### Selections

Geographic  
Size of Bank  
Bank Activity  
Job Level

#### Geographic Coverage

Global

### BUSINESSWEEK INTERNATIONAL The McGrawHill Companies

>> Active Names	66,314
>> Email Addresses	17,000
>> Expired Names	32,773

Recognised around the world as the leading business news magazine, BusinessWeek has been providing comprehensive reporting of vital issues, trends, people and events since 1929. Subscribers are English speaking, senior level professionals within top international organizations. Well educated decision makers, their success depends on keeping informed on global business issues, the economy, technology and current business theory. Largely direct mail generated, this responsive file is recommended for targeting important decision makers who have high levels of international responsibility and impressive spending power and influence.

#### Selections

Region  
Country  
Business Address  
Gender  
Home Address  
Job Functions

#### Geographic Coverage

Global

### BUSINESS SERVICES BUYERS DATABASE Reed Database

>> Total Names	133,825
>> One Per Site	104,831
>> Email Addresses	99,193

This composite list is drawn from across Reed Business Information's titles and contains key decision makers who have known purchasing responsibility for high value products and services. All readers are direct mail positive. 99% deliverability guarantee on names and addresses.

## Selections

Country  
Purchasing Responsibility  
Job Title  
Company Size

## Geographic Coverage

Europe

### CFO EUROPE MAGAZINE The Economist Group

>> Total Names 11,140

CFO Europe, published by The Economist Group, is written and specifically for the 21st century CFO whose role encompasses far more than traditional accounting and finance. With a level of power and authority second only to the chief executive officer, today's CFO commands multiple responsibilities including: Technology & IT, eBusiness, Investor Relations, Auditing, Tax, Leadership Development, Pensions and Real Estate/Fixed Asset Management. Relevant for any mailer wishing to target their product or services at Senior level decision-makers including IT Hardware and software; laptops, network system/servers, mainframe and midrange computers and telecoms equipment, corporate financial, business information providers, professional services, executive education, non-competing publishers and conference organisers, travel services including hotels airlines. Also recommended for upmarket consumer goods due to high individual income.

## Selections

Geographic  
Industry

## Geographic Coverage

Europe

### CFO CHINA The Economist Group

>> Total Names 45,000

CFO China is the first Chinese language magazine written specifically for senior finance managers in China. Published by The Economist Group, it covers issues related to business and corporate finance, and is characterized by a high editorial standard and an unbiased, independent point of view. CFO China publishes every month and provides finance managers at the heart of China's economic reforms with detailed analysis and updates.

## Selections

Geographic  
Business Activity  
Job Function

## Geographic Coverage

China

### DECISIONMAKER ASIA RBI Asia

>> Total Names 250,000  
>> Email Addresses 120,000

DecisionMaker Asia & Pacific is ideal for anyone looking to target senior professionals in this region. This list offers excellent penetration of companies in the Asia/Pacific area. This database is a pre-merged and deduplicated source of responsive decision makers, all of whom are international in outlook.

## Selections

Geographic  
Business Activity  
Job Function

## Geographic Coverage

Asia and China

### DECISIONMAKER AUSTRALIA RBI Australia

>> Total Names 101,000

The ultimate direct marketing tool for targeting key decision makers across all of Reed Business Information Australia's niche B2B industries such as building and construction, finance, marketing, manufacturing, travel and hospitality.

## Selections

Nature of Business  
Job Titles

## Geographic Coverage

Australia

### DECISIONMAKER GLOBAL

>> Total Names 7,158,690  
>> One Per Site 3,641,532  
>> Telemarketing 5,878,745  
>> Email Addresses 540,720

This database of over 7m records allows you to target top spending, senior professionals from around the world. Perfect for reaching a large volume of contacts or flexible enough to make a precise targeted selection, the DecisionMaker database allows you to accurately select the best prospects for your offer. Built from

market leading business-to-business response driven sources, this list is ideal for international business and consumer offers including seminars, conferences, business books, financial products, services and business equipment and incentives.

## Selections

Geographic  
Business Activity  
Employee Size  
Job Function  
Job Level  
Product Specified

## Geographic Coverage

Global

### DECISIONMAKER GLOBAL E-TARGET

>> Email Addresses 540,720

A comprehensive source of 100% response generated, regularly verified and updated business email addresses. Built from market leading journal, magazine and exhibition files and updated regularly. These email addresses are available for a very effective form of direct marketing. 100% individually named decision makers with buying power and influence from around the world.

## Selections

Geographic  
Business Activity  
Employee Size  
Job Function  
Job Level  
Product Specified

## Geographic Coverage

Global

### DECISIONMAKER HEALTH + SAFETY BUYERS

>> Total Names 246,199  
>> Telemarketing 227,924  
>> Email Addresses 25,783

Drawn from a directory of health and safety buyers plus controlled circulation of Reed Business Information's leading specialist journals, conference and exhibition attendees, Health & Safety Buyers DecisionMaker enables you to target everyone from owners of small companies with responsibility for H&S to named Health & Safety officers in large organisations. Ideal for H&S solution products and services, training videos & courses, and all other Health & Safety related products.



### Selections

**Job Function**  
**Geographic**  
**SIC Group**  
**Employee Size**  
**Purchasing Responsibility**

### Geographic Coverage

UK

### DECISIONMAKER MANAGEMENT MARKETPLACE

>> Total Names 1,700,631  
 >> Email Addresses 1,551,294

The DecisionMaker Management US Marketplace Database is your most comprehensive list resource for targeting business executives. Reach over 1.7 million decision makers across industries such as computing, construction, engineering, finance, research and development and hospitality. This list is effective for marketing office supplies/equipment, premiums and incentives, seminars, credit cards, catalogues and more.

### Selections

**Business Type**  
**One Per Location**  
**Internet Access**  
**Fortune**  
**PC User**  
**CD-ROM Access**  
**Employee Size**  
**Geographic**  
**Job Function**  
**Other**  
**Recency**  
**SIC Code**  
**Sales Volume**  
**Telephone Number**

### Geographic Coverage

USA

### DECISIONMAKER UK

>> Total Names 4,364,513  
 >> One Per Site 2,433,258  
 >> Telemarketing 3,606,679  
 >> Email Addresses 230,480

With more than 4.3m records DecisionMaker is one of the UK's most comprehensive business databases. DecisionMaker combines trusted response driven sources that deliver a wide range of senior and specialist prospects with considerable demographic detail with best of breed business compiled data sources, to deliver comprehensive UK business coverage and robust targeting. With the depth of information this file offers, it is an excellent tool for modeling your data backed by

industry leading profiling and modeling techniques.

### Selections

**Geographic**  
**Business Activity**  
**Employee Size**  
**Job Function**  
**Job Level**  
**Product Specified**

### Geographic Coverage

UK

### DECISIONMAKER UK E-TARGET

>> Email Addresses 230,480

A comprehensive source of 100% response generated, regularly verified and updated business email addresses. Built from market leading journal, magazine and exhibition files and updated regularly, over 200,000 email addresses are available for a very effective form of direct marketing. 100% individually named decision makers with buying power and influence across British business.

### Selections

**Geographic**  
**Business Activity**  
**Employee Size**  
**Job Function**  
**Job Level**  
**Product Specified**

### Geographic Coverage

UK

### DUTCH BUSINESS DATABASE RBI Netherlands

>> Total Names 550,880

Representing over seventy publications, in a variety of forms including newspapers, journals and magazines. Reed Business Information Netherlands data is highly selectable at personal or functional levels. Industry sectors include Agriculture & Horticulture, Construction Industry & Business Services, Health Care, Logistic, Technology & Transport, Retail, Hotel & Catering and Tourism.

### Selections

**Geographic**  
**Nth Name**  
**Business Sector**

### Geographic Coverage

Netherlands

### ECONOMIST CONFERENCES The Economist Group

>> Total Names 24,474

Attendees to conferences and events for senior level executives organised by Economist Conferences. Over 40 events are organised in Europe, Middle East and Africa each year, across a broad industry spectrum. Job titles of senior attendees include CEO's, CFO's, Managing Directors, presidents and other senior/C-level executives. Relevant for any mailer wishing to target their product or service at senior level decision makers including IT hardware and software, laptops, corporate financial, business information providers, executive education, conference organisers, travel services including hotels and airlines. Also recommended for upmarket consumer goods due to high individual income.

### Selections

**Job Level**  
**Industry**  
**Geographic**

### Geographic Coverage

Global

### INTERNATIONAL DIRECT MARKETING FAIR Reed Exhibitions

>> Total Names 6,695  
 >> Email Addresses 5,159  
 >> Telemarketing 3,994

The International Direct Marketing Fair is the definitive marketing industry event of the year, which brings together 300 exhibitors and over 12,000 visitors. The Fair is Europe's biggest and longest running marketing exhibition with over 26 years proven record of delivering outstanding business leads. This database provides the ideal opportunity for you to reach marketing professionals from all industry sectors, 88% of visitors attending the Fair came to speak to potential new suppliers, with 80% intending to follow up this contact post-show.

### Selections

**Job Function**  
**Product Interest**  
**Company Size**  
**Geographic**  
**Company Activity**  
**Purchasing Influence**  
**Responsibility Area**

### Geographic Coverage

Global

## GLOBAL REED DATABASE

- >> Total Names 595,819
- >> Email Addresses 286,833

This exclusive Mardev multibase is built from Reed Elsevier's market leading business-to-business publications. With core operations in Europe, Asia, The Americas and Australia, this file offers excellent penetration of both established and emerging business regions.

This database is a pre-merged and deduplicated source of responsive decision makers, all of whom are international in outlook.

### Selections

Regional  
Country  
Company Size  
Job Function

### Geographic Coverage

Europe, Asia, The Americas, Australia

## LONDON INTERNATIONAL BOOKFAIR

### Reed Exhibitions

- >> Total Names 7,799
- >> Telemarketing 5,586
- >> Email Addresses 5,595

London International Bookfair is an international trade event covering all aspects of the book publishing market, serving publishers, booksellers and librarians. All areas of publishing are represented including general trade, scientific, technical and medical, children's, academic, remainder, multimedia, bookprint, booktrade services, supplies and small press. Visitors are active buyers, representing the bulk of spending power in each market.

### Selections

Geographic  
Company Size  
Job Function  
Company Activity  
Product Interest  
Purchasing Power  
Responsibility Area

### Geographic Coverage

Global

## OVERSEAS BUSINESS NAMES

### Reed Database

- >> Total Names 73,951
- >> One Per Site 58,317

Reach a wide range of international business contacts with this specialist

file brought to you by Reed Business Information. Encompassing the controlled circulations and subscribers of international journals such as: European Chemical News, Flight International and NewScientist. This file is ideal for targeting key contacts across multiple market sectors. Target key business personnel at senior and middle management level who have high purchasing power both at home and at work.

### Selections

Geographic  
Company Size  
Job Function

### Geographic Coverage

Global

## PAID SUBSCRIBERS

### Reed Database

- >> Total Names 107,445
- >> Email Addresses 20,876

Generated almost exclusively by direct mail, this database is made up of paid subscribers to more than 40 journals from within Reed Business Information. The database consists of diverse titles including, Flight International, Caterer & Hotelkeeper, ICIS News, Farmers Weekly, Health and Beauty Salon, Commercial Motor and Optician.

The list is MPS cleaned and includes named individuals at either home or business addresses. The file is being constantly updated and offers a 99% deliverability guarantee on names and addresses. International subscribers are available on most publications.

### Selections

Active/Lapsed  
Address Home/Business  
Geographic  
Publication  
Payment Method

### Geographic Coverage

Global

## REED EXHIBITIONS UK

### Reed Exhibitions

- >> Total Names 29,193

Visitors to Reed Exhibition Companies (UK) and representing around 30 shows per annum, covering the whole business spectrum. Data is compiled from comprehensive ticket registration forms containing full demographic information and is ABC audited. The database is fully relational, identifying visitors to one event and across all

exhibitions. Visitors are active buyers, representing the bulk of spending power in each particular market. Over 63% will purchase a product seen at the exhibition attended. 99% named individuals at business addresses.

### Selections

Event  
Company Size  
Geographic  
Job Function

### Geographic Coverage

Global

## REED EXHIBITIONS FRANCE

### Reed Exhibitions

- >> Total Names 1,039,760
- >> Telemarketing 451,107
- >> Email Addresses 435,063

Reed Expositions France operates a multitude of exhibitions directed to a wide-range of industries in France. This masterfile of attendees is comprised of decision-making executives that have attended at least one event organised by Reed Exhibitions France.

### Selections

Employee Size  
Fax Numbers  
Geographic  
Industry  
Interest  
Job Function  
Telephone Number

### Geographic Coverage

France

## 100% DESIGN

### Reed Database

- >> Total Names 13,541
- >> Telemarketing 10,375
- >> Email Addresses 7,790

Visitors to Reed Exhibition Companies UK Trade Exhibitions, 100% Design data is collected from a comprehensive ticket registration card and is ABC audited. 100% Design is targeted to support companies involved in the design and related activities and will provide access to both UK and International buyers. Visitors are active buyers, representing the bulk of spending power in each market. 100% named individuals at business addresses.



### Selections

Company Activity  
Job Function  
Product Interest  
Geographic

### Geographic Coverage

Global



### ASIA FOOD JOURNAL

RBI Asia

>> Total Names 8,000  
>> Email Addresses 4,000

Asia Food Journal helps business and technological executives navigate the industry with a balanced analysis of the ingredients, processing, packaging and automation sectors. It serves establishments in food & beverage processing/packaging, food ingredients/additives, processing/packaging machinery, R&D and others allied to the field.

### Selections

Geographic  
Business Activity  
Job Function

### Geographic Coverage

Asia

### CATERING

Reed Database

>> Total Names 18,528  
>> Email Addresses 7,247

Drawn from readers of Caterer & Hotelkeeper and Catering Update, the leading industry news magazine and product journal respectively, this highly selective database ensures that you can promote your products and services to those individuals responsible for food and equipment purchases across the UK catering industry. The list covers the following sectors: hotels, restaurants, fast food, head offices, public houses, leisure centres, contract caterers, central and local government. All are named individuals at business addresses. The file is being constantly updated, and offers a 99% deliverability guarantee on names and addresses.

### Selections

Industry Sector  
Number Of Bedrooms  
Star Rating  
Type Of Travel

### Education Sector

Type Of Restaurant  
Takeaway Service  
Proportion Of Takeaway  
Type Of Leisure  
Public Service  
Pub Hot Food  
Separate Restaurant  
Allocated Seating  
Pub Establishment  
Health  
Cash & Carry  
Job Function  
Purchasing Influence  
Annual Expenditure  
Chain/Independent  
On-Line Information Services  
Geographic

### Geographic Coverage

UK

### CATERSEARCH.COM

Reed Database Online

>> Email Addresses 11,568

This new range of database contains email addresses of online subscribers to CaterSearch.com, the complete information source for the hospitality sector. These subscribers are extremely responsive to online channels, perfect for promoting your product or service through effective email marketing to an audience who prefer to receive information and offers electronically.

### Selections

Business Type  
Job Title  
Geographic

### Geographic Coverage

Global

### CHAIN LEADER

Reed Database

>> Total Names 17,156

A controlled circulation list that targets just senior management of chain restaurant companies. Reach the companies and individuals who control over one third of all US restaurant units and over half of all restaurant sales. Target Presidents, Vice Presidents, Chief Executive Officers and Directors. Reach these individuals at multi-chain restaurant companies plus powerful multi-unit franchises across the US. File only holds USA email addresses.

### Selections

Title  
Location  
Buying Authority  
Annual Sales Volume

### Employee Size

Geographic  
Industry

### Geographic Coverage

USA

### HOSPITALITY+

>> Total Names 110,552  
>> Email Addresses 71,299  
>> Telemarketing 83,518

Hospitality+ offers unparalleled access to buyers, owners managers, chefs and the full range of specialist roles within the UK food and hospitality sectors. A proven responsive list source for all your sales and marketing campaigns – whether for mailing, telemarketing, e-mail marketing or an integrated approach that combines all three. Excellent market coverage will ensure you can make the most of your available target markets and improve your return on investment through increased lead generation, trade marketing and demand push and pull programmes.

### Selections

Activity Area  
Main Source of Supply  
Type of C&C/Wholesale  
Type of Education/Health Sector  
Type of Leisure/Sport/Travel  
Type of Restaurants  
Type of Catering  
Hotel Star Rating  
Hotel Facilities  
Number of Beds  
Job Function  
Products Purchased  
Spending Power

### Geographic Coverage

UK

### HOTELIST

Reed Exhibitions

>> Total Names 163,059  
>> Telemarketing 130,447

Reed Exhibitions France is the largest trade show organiser in France operating over 60 shows annually. Reach visitors to Equip Hotel, Distribution Automatique, Restauration Demain exhibitions within the hotel, automatic vending and catering industries in France.

### Selections

Job Function  
Industry  
Employee Size  
Geographic

### Geographic Coverage

Global

## Construction

### CONTRACT JOURNAL Reed Database

>> Total Names	17,723
>> One Per Site	12,971
>> Email Addresses	10,305

Published by Reed Business Information, Contract Journal is the leading contractors' weekly. Contract Journal goes to building and civil engineering contractors with 2+ operatives and general builders with 25+ operatives. In addition, the publication offers unique access to key individuals on sites worth over 1m. All readers are 100% direct mail positive. The database also holds other verified names in the construction industry. The file is being constantly updated, and offers a 99% deliverability guarantee.

#### Selections

Office Type  
Company Activity  
Company Size  
Job Status  
Job Function  
Geographic  
Online Information Services  
Areas Company Operates In  
Purchasing Influence  
Plant - Owned/Hired or Leased  
Salary

#### Geographic Coverage

UK

### BUILDING/CONSTRUCTION DECISIONMAKER

>> Total Names	849,958
>> Email Addresses	141,973

Target building and construction industry decision-makers in the USA with The DecisionMaker Building/Construction Marketplace Database. Reach building/construction professionals such as architects, builders, contractors, distributors, engineers, manufacturers with responsibility for purchasing appliances, building supplies/services, cabinets & countertops, roofing materials, electrical products and supplies, HVAC equipment, paints, stains & finishes, plumbing, security systems, windows & doors.

#### Selections

Business Type  
Title

Buying Authority  
One Per Location  
Internet Access  
Employee Size  
Geographic  
Home Address  
Sales Volume  
Telephone Number

#### Geographic Coverage

USA

### BUILDING & CONSTRUCTION DATABASE RBI Australia

>> Total Names	18,181
----------------	--------

This list consists of subscribers to Building Product News, Construction Contractor, Tenders. It includes key personnel responsible for buying and specifying products for construction and building companies, manufacturing, supplies and distribution.

#### Selections

State  
Business Activity  
Job Title

#### Geographic Coverage

Australia

### MCE DATABASE Reed Exhibitions

>> Total Names	517,663
>> Email Addresses	117,010
>> Telemarketing	117,010
>> One Per Site	345,807

This list is drawn from attendees of Mostra Convegno Expocomfort (MCE) which focuses on the construction and real estate, business services and industrial supplies industries. Reach active buyers within the following sectors: heating, renewable energies, air conditioning, refrigeration, plumbing technology, water treatment, services and components.

#### Selections

Job Function  
Interest  
Business Activity  
Employee Size  
Geographic

#### Geographic Coverage

Global

### PLANT MANAGERS JOURNAL Reed Database

>> Total Names	13,590
>> One Per Site	10,827
>> Email Addresses	6,955

Plant Managers Journal, published monthly, is indisputably the leading construction equipment journal. Plant Managers Journal is editorially driven and provides the best possible coverage of products, performance, productivity, hire rates and management issues essential to executives in this field. In addition to being read by the universe of plant and tool hire companies, contractors, specialist sub-contractors and manufacturers, Plant Managers Journal also targets major quarries, utilities, local government, waste management contractors and industrial giants. 99% named individuals at business addresses. The file is being constantly updated, and offers a 99% deliverability guarantee on names and addresses.

#### Selections

Office Type  
Business Activity  
Company Size  
Job Status  
Job Function  
Geographic  
Online Information Services  
Purchasing Influence  
Plant - Owned/Hired or Leased

#### Geographic Coverage

UK

### SED Reed Database

>> Total Names	32,861
>> One Per Site	18,756
>> Email Addresses	7,948

Sourced from visitors to SED (Site Equipment Demonstration), the annual exhibition organised by Contract Journal and Plant Managers Journal. Almost half (47%) of all visitors were senior management, encompassing owners, MDs, directors and general managers. A further 19% were middle managers with buying power or influence over 16 categories of construction equipment and services. The file is being constantly updated, and 99% deliverability guarantee on names and addresses.

#### Selections

Geographic  
Specialist Buyers  
Company Size  
Job Function  
Company Activity

#### Geographic Coverage

UK



## Electronics

### ECN ASIA

RBI Asia

>> Total Names 27,000  
>> Email Addresses 14,000

ECN Asia provides component and product information to electronics manufacturers and designers in Asia. In 2005, the first year of its launch, ECN Asia has emerged as the only product title in Asia that meets the requirements of the design and manufacturing community.

#### Selections

Geographic  
Business Activity  
Job Function

#### Geographic Coverage

Asia

### ECN CHINA

RBI Asia

>> Total Names 25,000  
>> Email Addresses 10,000

ECN China aims to provide qualified readers with updated information on new components and products and other cost effective sourcing channels. The publication will include market trend reports and analyses to help readers stay abreast of the latest developments in an increasingly changing business environment. It serves as the key connection between manufacturers, distributors, electronics designers and purchasing managers in China, who are constantly searching for the right products for their designers.

#### Selections

Geographic  
Business Activity  
Job Function

#### Geographic Coverage

China

### EPN FRANCE

RBI France

>> Total Names 15,000  
>> Email Addresses 5,000

EPN connects with the French Design Engineering marketplace, CIE, the only product news magazine serving

the French electronics industry, delivering information about new electronic components, test instrumentation and design tools to engineering management, design engineers, senior purchasing and procurement management, manufacturing and production managers, as well as the general and corporate management in France.

#### Selections

Company Size  
Geographic  
Industry  
Job Function  
Product Interest

#### Geographic Coverage

France

### EDN

>> Total Names 122,622  
>> Email Addresses 40,751

Targets engineering decision makers in the USA responsible for electronics expenditure in the OEM marketplace with a controlled circulation list from EDN magazine. Reach design & development engineers, managers, technical services professionals, R&D staff, manufacturing and production managers and corporate management professionals who have audited authority to recommend, specify or authorise the purchase of your product. EDN covers more than 60,000 sites in North America. This powerful marketing tool is ideal for promoting many products such as ICs, computers, computer boards peripherals, test and measurement equipment, components and much more.

#### Selections

Business Type  
Buying Authority  
Employee Size  
Geographic  
Job Function  
One Per Company  
Recency  
Telephone Number

#### Geographic Coverage

USA

### EDN ASIA

RBI Asia

>> Total Names 32,000  
>> Email Addresses 14,000

EDN Asia serves establishments that manufacture, design or develop electronic products, equipment and

systems or that incorporate electronic equipment in their end products. Also included are establishments incorporating electronic equipment in their manufacturing, research and development activities and others allied to the field.

This database allows you to reach professionals in engineering management, design and development, engineering support and other decision makers.

#### Selections

Product Specified  
Buying Authority  
Geographic  
Industry  
Job Title

#### Geographic Coverage

Asia

### EDN CHINA

RBI Asia

>> Total Names 35,000  
>> Email Addresses 18,000

EDN China serves establishments that manufacture, design or develop electronic products, equipment and systems or that incorporate electronic equipment in their end products. Also included are establishments incorporating electronic equipment in their manufacturing, research and development activities and others allied to the field. Qualified recipients are individuals involved in design and development engineering, manufacturing and production management, industry management, corporate management, engineering services and technical research. Also qualified are individuals involved in procurement, foreign trade and distribution, marketing and market research.

EDN China is published in Chinese only and as such readers can be identified as Chinese speakers.

#### Selections

Geographic  
Industry  
Job Function

#### Geographic Coverage

China

## EDN EUROPE

### RBI France

>> Total Names	35,000
>> Email Addresses	11,502

Electronic Design News Europe is written for engineers and engineering managers responsible for electronic OEM expenditure. The magazine provides its readers with editorial which focuses on the application of new electronic technology and products.

### Selections

Company Size  
Geographic  
Industry  
Job Function  
Product Interest

### Geographic Coverage

Europe

## EDN JAPAN

### RBI Japan

>> Total Names	38,500
>> Email Addresses	25,000

Drawn from active subscribers from the controlled circulation readership of EDN Japan magazine. This title reaches 38,000 individuals selected design engineers, engineering managers/professionals in Japan, as well as targeting to the buyers and specifiers of the parts, design tools test and measurement equipment used by designers. The circulation is 80% requested by qualified subscribers within 2 years.

### Selections

Business Type  
Product Specified  
Geographic  
Job Function

### Geographic Coverage

Japan

## ELECTRONICS MANUFACTURING ASIA

### RBI Asia

>> Total Names	16,000
>> Email Addresses	11,000

Electronics Manufacturing Asia is the primary source of information for electronics manufacturers in Asia. It is the only magazine targeted at semi-conductor manufacturers, contract manufacturers, OEMs and vendors, suppliers and distributors who want to remain informed on the latest developments and technologies in electronics manufacturing. The magazine is published in English so all names are English speakers.

### Selections

Product Specified  
Buying Authority  
Geographic  
Industry  
Job Title

### Geographic Coverage

Asia

## ELECTRONIC PRODUCT NEWS

### RBI France

>> Total Names	65,000
>> Email Addresses	20,000

Target professionals in the electronics OEM (Original Equipment Manufacturing) industry. Reach professionals committed to remaining at the forefront of technology in their chosen fields, including: computers, systems and peripherals, communication systems and consumer electronic products, industrial, automotive, test and control systems, aircraft, avionics, marine, space and military electronics, semiconductors and components, electronics and computer distribution and financial firms.

Target the most influential engineering decision makers in the booming convergence sectors of computers, communications and consumer electronics. These managers are in need of faster new product information at the conceptual stage of the design cycle.

### Selections

Business Type  
One Per Location  
Geographic  
Job Function  
Telephone Number

### Geographic Coverage

Europe

## ELECTRONICS WEEKLY

### Reed Database

>> Total Names	25,156
>> One Per Site	18,026
>> Email Addresses	17,553

Reach named senior managers, buyers, designers, influencers and decision makers involved in manufacturing, distributing and purchasing electronics equipment throughout British industry.

Uniquely, the list offers specialist buyers responsible for buying or influencing the purchase of products such as semi-conductors, micro-processors etc. 99% named individuals at business addresses, over 99% postcoded. The file is being constantly updated, and offers a 99% deliverability guarantee on names and addresses.

### Selections

Employee Size  
Primary End Product  
Types of Design  
Job Function  
Purchasing Influence  
Online Information Services  
Geographic

### Geographic Coverage

UK

## DESIGN NEWS JAPAN

### RBI Japan

>> Total Names	20,000
>> Email Addresses	14,000

Design News Japan serves automotive, transportation equipment & related components, precision machine, industrial machine (working machine, semiconductor production equipment), mechanical components/modules, electric/electronic components & related components, molding/die-casting & related components, CAD/other business software, chemical/plastic/ceramic/other materials, and others allied to the field.

### Selections

Geographic  
Business Activity  
Job Function

### Geographic Coverage

Japan

## GLOBALTRONICS

### Reed Exhibitions

>> Total Names	10,000
>> Email Addresses	9,000

This database is sourced from South Asia's largest electronics manufacturing event which includes Asia Electronics. Electronics Subcontracting Asia, Electrottest Asia, International Procurement – INPRO, Nepcon Asia/Pacific. Semitech Asia and several related conferences.

### Selections

Business Activity  
Geographic  
Job Function

### Geographic Coverage

Asia



### SEMICONDUCTOR INTERNATIONAL

>> Total Names 43,500  
>> Email Addresses 10,352

Target the decision makers at every important location in the worldwide semiconductor and integrated circuit manufacturing marketplace.

A controlled circulation list from Semiconductor International reaches the largest number of recipients at semiconductor manufacturers of any publication.

Reach engineers, engineering management and corporate management in the growing global semiconductor market, the world's most high-tech industry. The average reader has a purchasing authority of over \$7 million.

These decision-makers have the buying authority for all types of products used in the manufacture of semiconductors and integrated circuits, as well as other leading-edge technologies such as chemicals/gases /materials, wafer making/processing equipment, bonding/packaging/ marking equipment, design/test/ measurement systems, facilities/ contamination control equipment and more. The file is updated monthly.

#### Selections

Job Function  
Buying Authority  
Business Type  
Employee Size

#### Geographic Coverage

Global

### SEMICONDUCTOR INTERNATIONAL JAPAN RBI Japan

>> Total Names 10,000  
>> Email Addresses 8,000

Semiconductor International Japanese Edition provides engineers and engineering managers engaged in the manufacturing of semiconductor and IC chips with information indispensable for creation of next generation semiconductor chips. Semiconductor International Japanese Edition will also cover technology and industry news and trends in Japan.

#### Selections

Country  
Business Activity  
Job Function

#### Geographic Coverage

Japan

## Engineering

### COMPENDEX Elsevier Science

>> Total Names 708,014

Compendex is the most comprehensive interdisciplinary engineering database in the world with over 3 million summaries of journal articles, technical reports and conference papers and proceedings dating from as far back as 1970. It covers the entire spectrum of engineering in depth with abstracts from over 2,600 international journals, conference papers and technical reports. Compendex is a comprehensive and interdisciplinary database consisting of 38 specialist subjects, including mechanical, civil, environmental, electrical, structural and process engineering, materials science, solid state physics and superconductivity, bioengineering, energy, chemical engineering, optics, air and water pollution, solid waste management, hazardous waste, road transportation and transportation safety.

#### Selections

Geographic  
Speciality

#### Geographic Coverage

Global

### ENGINEERING RBI Australia

>> Total Names 14,202

Engineers drawn from across the following Reed Business Information titles: Australian Electronics, Engineering, Australian Mining, Broadcast Engineering News, Construction Contractor. 95% deliverability guaranteed.

#### Selections

State  
Business Activity  
Job Title

#### Geographic Coverage

Australia

### CONTROL ENGINEERING ASIA RBI Asia

>> Total Names 8,000  
>> Email Addresses 3,000

Control Engineering Asia is the information source for the control, instrumentation and automation marketplace in South Asia, encompassing the design, implementation, operation and maintenance of control/instrumentation systems, components and equipment in the process automation, hybrid and discrete manufacturing industries.

#### Selections

Geographic  
Business Activity  
Job Function

#### Geographic Coverage

Asia

### WIRELESS DESIGN & DEVELOPMENT ASIA RBI Asia

>> Total Names 18,000  
>> Email Addresses 8,000

Wireless Design and Development Asia is the only publication in the region focused on meeting the needs of design engineers working on wireless products. It covers the gamut of wireless design issue across platforms, formats and technologies, and is the design engineer's source of information for RF, microwave, and next generation technologies.

#### Selections

Geographic  
Business Activity  
Job Function

#### Geographic Coverage

Asia / China

## Farming and Agriculture

### CROPS Reed Database

>> Total Names 28,460  
>> Email Addresses 4,117

Crops is available on a controlled circulation basis and is subject to an annual ABC audit and telephone verification, giving a highly accurate database of individuals within the agricultural marketplace.

The names on the file are all farm owners or farm managers responsible for significant budget spend.

The target audience is exclusively arable farmers and the journal aims to advise and inform on a wide number of issues ranging from topical advice on technical arable matters through to

business management and machinery. All readers are direct mail responsive. The file is being constantly updated, and offers a 99% deliverability guarantee on names and addresses.

### Selections

Farm Type  
Geographic  
Nth Name  
Hectares

### Geographic Coverage

UK

## FARMING DATABASE

### Reed Database

>> Total Names	46,415
>> Farms With Known Hectares	28,392
>> Email Addresses	6,110

The new database built from the readership of Farmers Weekly, Crops, The Agricultural Register, other directories and trade sources. Extensively telephone verified to provide a comprehensive and detailed account of responsive individuals at UK farms, as well as the key influencing group of farm contractors and advisors.

### Selections

Farm Type  
Geographic  
Farm Advisors  
Farm Attributes  
Farm Contractors  
Hectares

### Geographic Coverage

UK

## FARMERS WEEKLY

### Reed Database

>> Total Names	20,773
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Farmers Weekly is one of the most successful journals within the Reed Business Information stable. Every week Farmers Weekly offers farmers in-depth information on the constantly changing scene of modern farming. Farmers Weekly covers a wide variety of issues ranging from business matters and topical news through to arable, livestock and machinery. The core of the readership is made up of arable, beef, dairy, pig and sheep producers, while the recipients range from owners of small farms through to managers of large estates. 99% named individuals at business addresses. The file is being constantly updated, and offers a

99% deliverability guarantee on names and addresses.

### Selections

Geographic  
Nth Name  
Post Code

### Geographic Coverage

UK

## FWI.CO.UK

### Reed Database Online

>> Email Addresses	118,967
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This new range of database contains email addresses of online subscribers to Farming Weekly Interactive, the online information source for the agricultural marketplace. These subscribers are extremely responsive to online channels, perfect for promoting your product or service through effective email marketing to an audience who prefer to receive information and offers electronically.

### Selections

Crops  
Stock  
Purchasing Responsibility  
Arable Size

### Geographic Coverage

UK

## Health and Beauty

## HAIRDRESSERS JOURNAL INTERNATIONAL

### Reed Database

>> Total Names	8,537
>> One Per Site	7,102

Hairdressers Journal International is published weekly and offers unrivalled coverage of the hairdressing market. Hairdressers Journal International offers access to buyers, owners/partners, managers/directors and the full range of specialist roles within the hairdressing industry. The logical choice for all your sales and marketing campaigns – whether for mailing, telemarketing, email or an integrated approach to increase response, leads and ultimately sales. Excellent market coverage will ensure you can make the most of your available target markets and improve your return on investment.

### Selections

Geographic

### Job Title/Function

Main Business Activity  
People at Work Address  
Business Activities Undertaken  
Other Interests  
Purchasing Responsibility  
Annual Expenditure  
Other Journals Read  
Online Information Services

### Geographic Coverage

Global

## HEALTH AND BEAUTY SALON

### Reed Database

>> Total Names	11,711
>> One Per Site	9,092

Health & Beauty Salon is written exclusively for professionals working within the health and beauty industry and is the single most authoritative and independent source of information available. Health & Beauty Salon offers unparalleled access to salon owners, business partners and managers but also therapists. The independence and quality of the editorial makes it the obvious read for professionals seeking reliable information when making buying decisions. The Health & Beauty Salon database is the most powerful marketing tool your company can use to make an impact on the professional beauty industry.

### Selections

Geographic  
Main Business Activity  
Employee Size  
Business Activities Undertaken  
Other Interests  
Purchasing Responsibility  
Annual Expenditure  
Other Journals Read  
Online Information Services

### Geographic Coverage

UK

## Healthcare

## COMMUNITY CARE

### Reed Database

>> Total Names	45,348
>> One Per Site	27,125
>> Email Addresses	24,822

Community Care is the leading social services publication in the UK. Published weekly the magazine is distributed on a controlled circulation and paid subscription basis to social carers. Readers include social care professionals, department heads, regional managers and directors of social services involved in all aspects of care in the community.



99% named individuals at business and home addresses. The file is constantly updated and offers a 99% deliverability guarantee.

#### Selections

**Organisation Type**  
**Main Service**  
**Establishment**  
**Main Responsibility**  
**All Responsibility**  
**Job Function**  
**Main Area of Care**  
**Purchasing/Specifying Responsibility**  
**Qualifications**  
**Geographic**

#### Geographic Coverage

UK

### INTERNATIONAL HOSPITAL EQUIPMENT

>> Total Names 24,705

International Hospital Equipment is the only international hospital technology magazine with a multidisciplinary approach and is aimed at medical department heads, administrators and biomedical engineers in hospitals. IHE reports on the latest developments and solutions for the modern hospital, including technology trends, new products, case histories and industry news.

#### Selections

**No. of Beds/Institution**  
**Geographic**  
**Institution Type**  
**Job Function**  
**Speciality**

#### Geographic Coverage

Netherlands



### BATILIST

#### Reed Exhibitions

>> Total Names 304,703  
 >> Telemarketing 141,105  
 >> Email Addresses 105,545

This database is built from the visitor files of Reed Exhibitions France's building exhibitions: Equip'baie, Batimat and Interclima. These exhibitions bring together professionals such as architects, building contractors, construction companies and contractors, installers and specifiers of HVAC equipment.

### Selections

**Employee Size**  
**Fax Numbers**  
**Geographic**  
**Industry**  
**Interest**  
**Job Function**  
**Telephone Number**

#### Geographic Coverage

France

### EUROPEAN KOMPASS DATABASE

>> Total Names 451,351  
 >> One Per Site 407,622

Kompass is one of the leading compilers of business directories on the continent. This pan-European database can be accessed via an online retrieval system which has been especially designed for targeting and customising a marketing database or prospect list. This file offers access to over 450,000 companies across Europe and targets establishments in the business-to-business sectors with an emphasis on manufacturing, industrial and associated service sectors.

#### Selections

**Sales Band**  
**Company Size**  
**Geographic**  
**Job Title**

#### Geographic Coverage

Europe

### ICIS Reed Database

>> Total Names 1,742  
 >> One Per Site 1,707  
 >> Email Addresses 761

This merged and de-duplicated database offers comprehensive coverage of professionals within the chemical industry. Reach named decision makers in international chemical manufacturing and distribution companies and allied organisations.

#### Selections

Geographic

#### Geographic Coverage

Global

### MANUFACTURING MARKETPLACE DATABASE DECISIONMAKER

>> Total Names 1,133,728  
 >> Email Addresses 546,598

Comprised primarily of controlled circulation and paid subscription data, business directory and database listings and trade show attendee files, the DecisionMaker Manufacturing Marketplace Database is the premier source for targeting buyers and specifiers at manufacturing locations across the U.S. and Canada.

These key individuals are responsible for purchasing products and services for manufacturing plants, warehouses and distribution centers in a wide range of industries.

There's no better way to promote machinery, tools, instruments, materials, computer products and applications, communications equipment, training, and educational programs. This list has extensive select options that make it highly adaptable and useful for a multitude of business-to-business direct marketing applications.

#### Selections

**Buying Authority**  
**One Per Location**  
**Internet Access**  
**Employee Size**  
**Geographic**  
**Home Address**  
**Job Function**  
**Recency**  
**SIC Code**  
**Type of Business**  
**Telephone Number**

#### Geographic Coverage

USA and Canada

### MANUFACTURING & INDUSTRIAL DATABASE RBI Australia

>> Total Names 21,289

Subscribers to Australian Mining, Factory Equipment News, Process & Control Engineering, Metal Working, Electrical World, Food Processor, Plantline and Packaging. This list provides an excellent base for targeting decision makers in the heart of Australia's industrial market. 95% deliverability guaranteed. No guarantee on fax and phone numbers.

#### Selections

**State**  
**Business Activity**  
**Job Title**

#### Geographic Coverage

Australia

## IT and Communications

### CHANNEL

#### Reed Database

>> Total Names	6,993
>> One Per Site	6,430
>> Email Addresses	10,573

The Reed Channel Database delivers a channel audience of over 10,000 key decision makers and is the only database to target the new breed of e-commerce/ e-services resellers. This list is ideal for computer and peripherals manufacturers, networking manufacturers, software originators and distributors, conference and training organisers.

### Selections

Geographic  
Job Function  
Primary Business Activity  
Other Business Activity  
Number of Sites  
Company Size  
Accreditation/Certification  
Annual Turnover  
Online Information Services

### Geographic Coverage

UK

### COMPUTER WEEKLY

#### Reed Database

>> Total Names	67,282
>> One Per Site	52,809
>> Email Addresses	48,220

Computer Weekly is the UK's leading weekly IT publication available on a controlled circulation basis. Its circulation is annually reverified and updated weekly. The list is compiled of named computer professionals – senior management, buyers, specifiers, influencers and users across a wide range of UK business activity. All readers are direct mail positive. 99% named individuals at business addresses. The file is being constantly updated, and offers a 99% deliverability guarantee on names and addresses.

### Selections

Geographic  
Business Activity  
Company Size  
Number of PC's  
Annual Turnover  
IT Budget  
Job Status  
Employment Status  
Job Function

Purchasing Influence  
Environment  
On-Line Information Services

### Geographic Coverage

UK

### COMPUTERWEEKLY.COM

#### Reed Database Online

>> Email Addresses	87,672
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This new range of database contains email addresses of online subscribers to ComputerWeekly.com, the online information source for IT professionals. These subscribers are extremely responsive to online channels, perfect for promoting your product or service through effective email marketing to an audience who prefer to receive information and offers electronically.

### Selections

Business Type  
Company Size  
Job Title

### Geographic Coverage

UK

### INFOSECURITY DATABASE

#### Reed Exhibitions

>> Total Names	42,104
>> One Per Site	24,919
>> Email Addresses	23,259

InfoSecurity Italia is dedicated to Information Security and Business Continuity organised by Fiera Milano International and is now the point of reference in the Italian ICT security market. Reach CEO, IT Directors and IT + Security Managers interested in a large range of solutions and technologies of cryptography, anti-virus, disaster recovery, business continuity, wireless security, biometrics and high level conferences and seminars with technical and institutional contents.

### Selections

Job Function

### Geographic Coverage

Italy

### IT DECISIONMAKER

>> Total Names	547,391
>> One Per Site	371,702
>> Telemarketing	443,276
>> Email Addresses	102,046

IT DecisionMaker enables customers to reach IT professionals at major sites, as well as other senior management within the same site but outside the IT department. Available for database building and enhancement projects or for those looking to use IT targeting data repeatedly. You will find a discrete target audience right for any mail or data driven activity.

### Selections

Geographic  
Business Activity  
Employee Size  
Job Function  
Job Level  
Product Specified

### Geographic Coverage

Global

### EUROPEAN IT EMAIL – DECISIONMAKER

>> Email Addresses	152,531
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Target the most influential IT contacts across Europe with our new DecisionMaker email database. The email list is derived from multiple sources including leading publication, information and exhibition brands where comprehensive source data is captured.

### Selections

Job Function  
Geographic

### Geographic Coverage

Europe

### FRANCE IT

#### Reed Exhibitions

>> Total Names	75,545
>> Phone numbers	43,340
>> Fax numbers	28,594
>> Email Addresses	28,594

Reed Expositions France is the largest trade show organiser in France operating over 44 shows annually including IT Comdex Exhibition directed to the IT marketplace in France.

### Selections

Job Function  
Industry  
Application Area of Interest  
Hardware & Software Area of Interest  
Employee Size  
Geographic

### Geographic Coverage

France



## TECHNOLOGY USERS

### Reed Database

>> Total Names	159,512
>> One Per Site	111,303
>> Email Addresses	78,872

This composite list is drawn from across Reed's titles, and contains key decision makers who are using modern technology at home and/or in the workplace.

Contacts are named individuals with purchasing power or influence. All readers are direct mail positive. 99% named individuals at business addresses. Over 98% of UK addresses postcoded and available in Mailsort sequence. The file is constantly updated and offers a 99% deliverability guarantee on names and addresses.

### Selections

Geographic  
Job Function  
Nth Names  
Technology Users  
Company Size

### Geographic Coverage

UK



## CORPORATE COUNSEL

### Martindale-Hubbell

>> Total Names	85,432
>> Email Addresses	45,334

From the Martindale-Hubbell Law Directory, this direct marketing list is the most comprehensive source for targeting corporate lawyers. Martindale-Hubbell Corporate Counsel includes U.S. attorneys who work at public and private companies. This list is useful for promoting legal materials, seminars and upscale travel or leisure-related products and services, fitness products and services, financial and credit card services clothing and more.

### Selections

Legal Specialty  
One Per Location  
Age  
Company Size  
Geographic  
Gender  
Subscribers  
School of Graduation  
Year Qualified

### Geographic Coverage

USA

## LAW DIRECTORY

### Martindale-Hubbell

>> Total Names	510,370
>> Email Addresses	57,001

The Martindale-Hubbell Law Directory mailing list is the prime source for connecting with lawyers. The Martindale-Hubbell Law Directory list reaches one of the wealthiest and most influential groups of professionals. This list is useful for promoting legal research, books & publishing offers, seminars, financial and travel services, clothing, fundraisers.

### Selections

Legal Specialty  
ABA Members  
One Per Location  
Age  
Company Size  
Geographic  
Gender  
School of Graduation  
Year Qualified

### Geographic Coverage

USA

## MARTINDALE-HUBBELL INTERNATIONAL

>> Total Names	896,255
----------------	---------

A sister file to the Martindale-Hubbell Law Directory, Martindale-Hubbell International is the primary resource for reaching practicing lawyers worldwide.

Useful for promoting clothing, legal research, financial services, law books and more. The file is updated regularly.

### Selections

Legal Specialty  
Age  
Company Size  
Geographic  
Gender  
Subscribers  
Year Qualified

### Geographic Coverage

Global

## SOLE PRACTITIONERS

### Martindale-Hubbell

>> Total Names	135,420
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Target the entrepreneurial lawyer in independent practice with a direct mail list from Martindale-Hubbell Sole Practitioners.

This list is useful for promoting legal research, office supplies, financial offers, seminars, clothing, general business products and services,

travel-related products and services and more.

### Selections

Legal Specialty  
ABA Members  
Age  
Geographic  
Gender  
Subscribers  
School of Graduation  
Year Qualified

### Geographic Coverage

USA



## ASIA IMAGE

### RBI Asia

>> Total Names	5,500
>> Email Addresses	4,000

Asia Image serves the following businesses : terrestrial television broadcaster, cable / satellite broadcaster, production / post-production, post production, audio / dubbing facility, advertising agency, commercials production, independent TV production, video production, film production, general production, graphics, animation, multi-media, cable operator, satellite operation, production services, telecommunications, government organization, broadcast distributor, consultancy, equipment distributor and others allied to the field.

### Selections

Geographic  
Business Activity  
Job Function

### Geographic Coverage

Asia

## MEDIA

### RBI Australia

>> Total Names	6,671
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Drawn from the subscriber files of B&T Weekly, B&T Yearbook, Australian Professional Marketing plus advertising agencies across all RBI Australia titles, these are key decision makers in advertising, marketing and the media industry. 95% deliverability guaranteed. No guarantee on fax and phone numbers.

### Selections

State  
Business Activity  
Job Title

### Geographic Coverage

Australia

## TELEVISION ASIA

RBI Asia

>> Total Names 5,100  
>> Email Addresses 3,000

Television Asia serves the Asian television industry including terrestrial broadcasters, satellite broadcasters, cable channel providers, cable networks, satellite operators, production companies, programme distributors, advertising agencies, government / regulatory bodies, internet content provider and others allied to the field.

### Selections

Geographic  
Business Activity  
Job Function

### Geographic Coverage

Asia



## PERSONNEL TODAY

Reed Database

>> Total Names 41,841  
>> One Per Site 26,497  
>> Email Addresses 23,742

Drawn from the controlled circulation of RBI's market leading specialist journal Personnel Today, this database offers unrivalled coverage of the human resources and training market in the UK. The names on the file are all decision makers with personnel and/or training responsibilities within large UK companies. Specialist buyers are available for selection, allowing targeting by purchasing responsibility. 99% named individuals, mostly at business address. The file is being constantly updated, and offers a 99% deliverability guarantee on names and addresses.

### Selections

Company Size  
Business Type  
Job Function  
Job Status  
Employee Size

Work Experience  
IPD Membership  
Responsibility  
Specialist Buyers  
Purchasing  
Head Office  
Online Information Service  
Geographic

### Geographic Coverage

UK

## PERSONNELTODAY.COM

Reed Database Online

>> Email Addresses 29,325

This new range of database contains email addresses of online subscribers to PersonnelToday.com, the Human Resources interactive business and professional magazine. These subscribers are extremely responsive to online channels, perfect for promoting your product or service through effective email marketing to an audience who prefer to receive information and offers electronically.

### Selections

Business Type  
Job Function  
Employee Size

### Geographic Coverage

Global



## ESTATES GAZETTE

Reed Database

>> Total Names 11,105  
>> One Per Site 10,697  
>> Email Addresses 2,250

This database is sourced from paid subscribers to the leading property journal Estate Gazette. Published weekly, Estate Gazette has been in circulation for over 140 years and represents the most current industry notice board for commercial property buyers, sellers and investors. It includes the latest market news and advertisements for properties, developments and investments.

### Selections

Geographic

### Geographic Coverage

UK



## BIOTECH INTERNATIONAL

>> Total Names 24,200

Bio Tech International is the only Europe-based publication dynamically targeting the entrepreneurial life science sector alongside academic research labs. BTI provides the bioresearch and biobusiness community with a mix of technology and research reports, industry and product news, combined with guest editorials and regulatory updates seen from a European perspective. BTI connects qualified biotech and life science professionals in Europe and Asia-Pacific.

### Selections

Company Size  
Geographic  
Industry  
Job Function  
Product Interest

### Geographic Coverage

UK, Europe, Africa and Asia

## CLINICAL LABORATORY INTERNATIONAL

>> Total Names 22,570

The longest established, most respected international clinical lab magazine and unquestioned market leader connects over 21,000 medical laboratory professionals worldwide (outside North America). CLI reviews the latest diagnostic advances as well as the latest technologies and products and outlines the role of the most recent tests in disease diagnosis.

### Selections

Company Size  
Geographic  
Industry  
Job Function  
Product Interest

### Geographic Coverage

Global (excl USA)

## BIOBASE

>> Total Names 183,121

Covers over 1,700 biological research journals published from all over the world. These are scanned by specialised scientific editors who select and classify some 15,000 citations per month for the database. Biobase produces biological lists which contain a world-wide selection of top specialists such as biochemists, cancer researchers, clinical chemists, ecologists, immunologists, neuroscientists, botanists, toxicologists.

### Selections

Key Words  
Geographic  
Recency  
Subject

### Geographic Coverage

Global

### EMBASE

>> Total Names 538,946

EMBASE is a current and comprehensive pharmacological and bio-medical database. Known for its extensive coverage of drug-related literature, the database gathers information from over 3,800 journals published in 70 countries. Though EMBASE adds 400,000 records annually, counts are tallied only on records entered on a six month time frame. This database contains a world-wide selection of top specialists such as anaesthesiologists, endocrinologists, forensic scientists, pharmacists, oncologists, microbiologists, neuropharmacologists. The database is updated on a weekly basis with approximately 7,700 records.

### Selections

Geographic  
Interest  
Publication  
Speciality

### Geographic Coverage

Global

### GEOBASE

>> Total Names 61,599

From the journals scanned for the Elsevier Science database, this list is generated using the contact names contained within the author abstracts. Our abstracting service is well known for its multidisciplinary approach to information sourcing. The Geobase range of information currently comprises databases in three broad subject groupings: geography, earth, marine and environmental science, fluid engineering, and textiles. This database contains a world-wide selection of top specialists such as human and physical geographers, ecologists, civil and mechanical engineers, planners, economists.

### Selections

Geographic  
Interest  
Publication  
Speciality

### Geographic Coverage

Global

### LABORATORY PLUS INTERNATIONAL

>> Total Names 24,608

LabPlus International connects qualified industrial and research lab specialists throughout Europe and Asia-pacific. LPI keeps readers up-to-date with the latest news, techniques and products that are vital in the modern laboratory. Special editorial emphasis is on drug discovery and pharma research, analytical chemistry, environmental testing and food analysis.

### Selections

Company Size  
Geographic  
Industry  
Job Function

### Geographic Coverage

UK, Europe

### NEWSCIENTIST MAGAZINE INTERNATIONAL

Reed Database

>> Total Names 26,957  
>> One Per Site 26,778  
>> Email Addresses 3,781

NewScientist is a weekly news publication covering developments which influence our business and personal lives. It is renowned worldwide as a leading science and technology weekly for its accurate reporting and incisive comment on world news. The magazine appeals to a diverse audience ranging from top industrialists to MPs and professionals to scientists. This predominantly male upmarket readership represents a highly sought after audience for mailers and will work well for any business or high ticket consumer offers such as financial offers, technology, travel, branded consumer goods and exclusive mail order products.

### Selections

Geographic  
Gender  
Nth Name  
Recency

### Geographic Coverage

UK

### NEWSCIENTIST MAGAZINE USA

>> Total Names 21,574  
>> One Per Site 21,372  
>> Email Addresses 3,781

NewScientist is a weekly news publication covering developments which influence our business and personal lives. It is renowned worldwide as the leading science and technology weekly for its accurate reporting and incisive comment on world news. This list allows you to reach the readers of the US edition of the magazine. This predominantly male upmarket readership represents a highly sought after audience for mailers and will work well for any business or high ticket consumer offers such as financial offers, technology, travel, branded consumer goods and exclusive mail order products.

### Selections

County  
Postcode  
Gender  
Nth Name  
Recency

### Geographic Coverage

USA

### PHARMA ASIA

RBI Asia

>> Total Names 10,000  
>> Email Addresses 3,000

TPharma Asia is the source of information for scientists in Asia looking to stay abreast of innovative technologies and trends impacting the pharmaceutical industry. It serves establishments in pharmaceutical, biotech, academic, hospital administration, government laboratories and others allied to the field.

### Selections

Geographic  
Business Activity  
Job Function

Nth Name  
Recency

### Geographic Coverage

Asia



### COMMERCIAL MOTOR

Reed Database

>> Total Names 5,789  
>> Email Addresses 1,321

Commercial Motor is the UK road transport industry's best-selling weekly magazine giving its readers

focused industry news, road tests, features and special supplements. The magazine is read by organisations in the road transport industry and businesses with fleets of commercial vehicles from vans to top weight trucks.

**Selections**

Geographic

**Geographic Coverage**

UK

**ROAD TRANSPORT**

Reed Database

- >> Total Names 14,564
- >> Email Addresses 4,610

Drawn from the circulation of Reed Business Information's market leading journals Motor Transport and Commercial Motor. This database offers unrivalled access to senior decision makers within the UK transport industry. All are individually named decision makers holding positions ranging from chairmen and owners through to directors and managers within the road transport industry who are licensed to run five or more heavy goods vehicles. 99% named individuals at business addresses. The file is being constantly updated, and offers a 99% deliverability guarantee on names and addresses.

**Selections**

- Number of Vehicles
- Belong to which Organisation
- Job Function
- Type of License
- Proportion of Own Goods
- Main Activity of Company
- Weight Categories
- Body Type
- Proportion of Trucks
- Number of Vans
- Purchasing Influence
- Number of years to Vehicle Replacement
- Servicing of Vehicles
- Online Information Services
- Geographic
- Internet Access
- Operating Base Outside UK
- Trucks Operating in Europe

**Geographic Coverage**

UK



**IBIS WORLDWIDE ACADEMIC & LIBRARY FILE**

- >> Total Names 1,297,398
- >> Academics 1,184,117
- >> Academic Librarians 61,359
- >> Public/Specialist Libraries 51,922
- >> Academics Email Addresses 683,525
- >> Librarian Email Addresses 7,868

The IBIS Academic and Library File is the most comprehensive and selectable database of its kind anywhere. It is also the best researched. You can choose from more than one million academics, with teaching and research responsibilities drawn from a range of over 2000 subjects. This file offers over 680,000 highly selectable email addresses and is fully named.

**Selections**

- Overseas Selections
- Institution Type
- Nth Name
- Responsibility
- Subject

**Geographic Coverage**

Global

**IBIS WORLDWIDE ACADEMIC & LIBRARY FILE**

Email Database

- >> Email Addresses 691,393

Target academics via email with the IBIS email database. Highly selectable so you can target by academic's area of interest, this file offers precise targeting to academics around the world.

**Selections**

- Overseas Selections
- Institution Type
- Nth Name
- Responsibility
- Subject

**Geographic Coverage**

Global



**TRAVEL WEEKLY ASIA**

Reed Asia

- >> Total Names 12,000
- >> Email Addresses 6,000

Travel Weekly is a fortnightly publication that goes behind the news headlines to give in-depth analysis and exclusive commentaries, which include sections on Aviation, Technology, Agents, Hotels and Destinations. Travel Weekly is the only travel publication in Asia Pacific that delivers your marketing message to qualified readers who are key industry players.

**Selection**

- Job Level
- Geographic
- Industry

**Job Function**

Nth Name

**Geographic Coverage**

Asia

**TRAVEL WEEKLY CHINA**

Reed Asia

- >> Total Names 8,500
- >> Email Addresses 3,500

Travel Weekly China is read by 8500 licensed travel agents in China. Readership also includes others businesses such as hotel, airlines and national tourism organisations.

**Selections**

- Job Level
- Geographic
- Industry
- Job Function
- Nth Name

**Geographic Coverage**

China

**TRAVEL WEEKLY**

Reed Database

- >> Total Names 27,015
- >> Email Addresses 14,672
- >> One Per Site 13,674

Travel Weekly is the UK's weekly travel trade newspaper and is distributed to management and reservations/sales staff within travel agencies and tour operators, as well as key personnel within other sectors of the travel industry. 99% named individuals at business addresses. 99% deliverability guarantee on names and addresses.

**Selections**

- Business Type
- Job Function
- Main Activity
- Company Size
- Geographic
- Office Location
- Online Information Services

**Geographic Coverage**

UK

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