

## Personnel and Training - Reed Database

### SELECTION SUMMARY

Requested Readers	35,153
One per Site	23,649
Telemarketing	40,546
Email Contacts	22,071

### Overview

- Source:** Drawn from the controlled circulation of RBI's market leading specialist journal "Personnel Today", published weekly and incorporating "Training", a supplement for training professionals, this database offers unrivalled coverage of the human resources and training market in the UK.
- Profile:** 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. This database is combined and de-duplicated. The file is being constantly updated, and offers a 99% deliverability guarantee on names and addresses.
- Successful Users:** Business books and magazines, training courses, re-location/removal services, audio-visual equipment, conference facilities, health and safety equipment, computers/software, catering/vending, travel services, cleaning services, pension schemes, security, company cars, staff records, office stationery.
- Selections:** Company Size; Business Type; Job Function; Job Status; Number of Employees; Work Experience; IPD Membership; Responsibility; Specialist Buyers; Purchasing; Head Office; Online Information Service; Geographic.
- Conditions of Rental:** List must be despatched to a third party bureau except for lease orders. A sample mailing piece/script must be supplied for list owner approval. Pre-payment is required for all new customers. Signed terms required before despatch of data. Other costs may apply – please discuss with your Account Manager.

### PRODUCT COST

Description	Cost	Quantity
MAILING	£175.00	per 1000
SPECIALIST BUYERS	£190.00	per 1000
TELEMARKETING	£350.00	per 1000
MAIL & TELEMARKETING	£495.00	per 1000
1 YEAR LEASE + 3 DEMOS	£900.00	per 1000
ADDITIONAL DEMOS	£50.00	per 1000
EMAIL CAMPAIGN	£320.00	per 1000
EMAIL TRANSFER	£30.00	one time
FIRST 2 SELECTIONS	no charge	
SUBSEQUENT SELECTIONS	£15.00	per 1000

### DELIVERY

2-3 DAYS

## List Breakdown

GEOGRAPHIC	Readers	Email Addresses
Northern	1,233	865
Wales	1,213	844
Scotland	2,250	1,485
Northern Ireland	553	377
Yorks & Humber	2,613	1,728
North West	3,545	2,229
East Midlands	2,555	1,673
Midlands	3,630	2,292
East Anglia	1,181	752
London	5,430	3,091
South East	9,859	5,943
South West	2,610	1,625

EMPLOYEES AT LOCATION	Readers	Email Addresses
1-10	913	556
11-19	678	415
20-49	2,202	1,388
50-99	3,493	2,226
100-199	6,616	4,343
200-499	9,421	6,026
500-999	5,118	3,177
1000-1499	2,230	1,453
1500+	4,775	2,719

EMPLOYEES IN ORGANISATION	Readers	Email Addresses
100-499	7,147	4,779
500-999	4,612	3,215
1,000-4,999	9,989	6,243
5,000-9,999	5,086	3,121
10,000-49,999	5,780	3,462
50,000-99,999	1,831	961
100,000+	2,134	1,044

BUSINESS TYPE	Readers	Email Addresses
Construction/Mining/Agriculture/Forestry/Fishing	936	656
Energy & Water Supply Industries	618	394
Manufacturing/Engineering/Processing	4,361	3,044
Catering/Hotels/Transport /Travel Industry	1,899	1,293
Retail/Wholesale/Distribution/Repairs	4,112	2,471
Banking/Finance/Insurance/Business Services/Property/Renting	3,660	2,187
National Government	894	507
Local Government	4,784	3,215
Education/Training	3,155	2,105
Health	3,368	2,177
Electronics/IT/Communications	1,354	732
Professional Services/Consultancy	1,900	1,090
Charity	1,183	682

BUSINESS TYPE	Readers	Email Addresses
Chemicals	140	91
Media	640	347
Public Services	1,733	959
Other	1,842	875

PRIMARY JOB FUNCTION	Readers	Email Addresses
Personnel/HR	28,767	18,434
Training	2,140	1,257
Employee Relations/Communications	1,048	597
Senior General Management	1,077	683
Recruitment Consultant	382	267
Recruiting Personnel & Training Staff	475	293
Recruiting Other Staff	526	280
Compensation/Remuneration & Benefits	611	300
Consultancy	339	148
Sales/Marketing	142	67
Other company management	271	141
Internat'l Responsibility	112	45
Pension Schemes	23	14
Employee Benefits	35	20
Leadership Surveys	4	1
Salary Benchmarking	12	9
Occupational Health	14	6
Other	601	263

SECONDARY JOB FUNCTION	Readers	Email Addresses
Personnel/HR	12,508	9,226
Training	16,021	10,683
Employee Relation/Communications	17,342	10,972
Senior general management	4,696	3,005
Recruitment Consultant	5,233	3,823
Recruiting Personnel & Training Staff	13,337	8,690
Recruiting other staff	13,884	9,045
Compensation/Remuneration & Benefits	7,219	4,172
Consultancy	2,185	1,278
Sales/Marketing	858	596
Other company management	1,464	857
International Responsibil	1,268	621
Pension Schemes	4,843	3,000
Employee Benefits	2,818	1,484
Leadership Surveys	736	379
Salary Benchmarking	1,765	904
Occupational Health	1,809	956
Other	703	325

JOB STATUS	Readers	Email Addresses
Board Level Director	342	230
Other Director	352	238
Department Head	1,637	956
Manager not Dept.Head	4,668	3,299
Officer	6,376	4,102

JOB STATUS	Readers	Email Addresses
Advisor	9,753	6,573
Assistant	1,036	423
HR Director	1,484	855
HR Board Level Director	428	198
HR Manager	9,823	5,679
Diversity & Equality Manager	87	33
Diversity & Equality Officer	59	24
Other	528	211

PEOPLE IN DEPARTMENT	Readers	Email Addresses
1-5	12,685	8,306
6-11	8,577	5,434
12-19	4,684	2,873
20-49	5,659	3,418
50+	3,757	2,224

WORK EXPERIENCE	Readers	Email Addresses
Under a year	1,532	966
1 Year	1,171	737
2 Years	2,270	1,417
3-4 Years	4,644	2,914
5-10 Years	11,479	7,062
Over 10 years	14,111	9,086

CIPD MEMBER	Readers	Email Addresses
Yes	20,879	12,303
No	14,503	9,926

CIPD STATUS	Readers	Email Addresses
Companion	110	66
Fellow	1,667	974
Member	7,768	4,617
Graduate	4,667	2,796
Licentiate	2,612	1,431
Associate	2,188	1,316
Affiliate	2,079	1,254

CIPD QUALIFIED	Readers	Email Addresses
Yes	15,519	9,327
No	19,830	12,920

ARE YOU WORKING TOWARDS YOUR CIPD QUALIFICATION.....	Readers	Email Addresses
Yes	7,402	4,709
No	24,557	15,805

RESPONSIBILITIES	Readers	Email Addresses
Determining Company Policy	14,582	8,986
In Charge of Running Personnel	17,681	11,745
Pension Schemes	5,046	3,361

RESPONSIBILITIES	Readers	Email Addresses
Running Training Courses	9,722	6,447
Recruiting Personnel/Training	12,333	8,270
Recruiting Other Staff	17,642	11,240
Company Car Fleet Management	1,290	816
Arranging Office Facilities	1,614	1,016
Health & Safety	4,388	2,824
Employee Relations/Communications	16,956	10,249
Staff Welfare	13,398	8,562
Other	2,235	1,010
Occupational Health	5,999	3,757
Employment Law	15,823	9,379
Compensation/Remuneration	8,117	4,861

SPECIALIST BUYERS	Readers	Email Addresses
Recruitment Advertising	15,955	10,839
Recruitment Consultancy Service	9,241	6,071
HR/Management Consultancy Services	8,203	5,491
Training Packages/Services	10,816	7,094
Payroll Systems/Services	5,220	3,551
Incentives/Benefits	5,500	3,428
Outplacement Services	2,478	1,439
Relocation/Removal Services	1,882	1,082
Buying/Hiring Audio Visual Equipment	1,239	735
Health & Safety Equipment	2,491	1,583
Books/Magazine	9,578	6,409
Time & Attendance Entry Systems/Software	2,416	1,595
Buying/Leasing Company Cars	902	555
Buying/leasing vans	349	235
Conference/Training Facilities	3,741	2,201
Management Consultancy Services	2,525	1,460
Office Equipment/Services	5,040	3,848
Business Travel/Entertainment	1,412	747
Financial Services	733	522
Psychometric test packages	3,759	1,907
Legal services	3,040	1,686
Occupational health/prods	3,313	1,884
Computers/Hardware	2,130	1,480
Software	3,245	2,264
Leadership Surveys	631	334
Salary Benchmarking	1,310	658
No influence	4,687	2,385

HEAD OFFICE ADDRESS	Readers	Email Addresses
Yes	28,784	15,508
No	13,283	6,511

ARE YOU EMPLOYED IN A PERMANENT POSITION	Readers	Email Addresses
Yes	34,591	21,921

For further information please contact:

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