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Direct Mail Systems



Business to Business Lists 2002

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Introduction

Originally a publisher of Eurolec data-books, the company had a reputation for prompt dispatch of mail order books, the efficiency and service attracted businesses looking for a rapid dispatch of literature to prospects so in 1978, Direct Mail Systems, was formed. Now Direct Mail Systems focuses on its core business of marketing collateral distribution.

Direct Mail Systems is working with a number of US based Semiconductor manufacturers distributing technical, marketing and POS material to Europe and Asia. The company also has many national clients ranging from environmental charity's to Government agencies.

Our Mission:

Direct Mail Systems aims to provide tailored, flexible and effective solutions to meet our clients needs, and exceed their expectations. Furthermore, through the provision of excellent service and building strong loyal relationships with clients and suppliers, we aim to achieve maximum stakeholders value.

Through experience, Direct Mail Systems, has seen the failures and success of all types of DM. A major contributing factor is the quality of the data/mailling lists used. That is why Direct Mail Systems only offers a range of the highest quality lists from the best list providers in the business.

How to Order

1. Choose the Right Lists

Go through our List Index and select the Market Sectors you require, e.g., Advertising, Catering, Agriculture etc. Then pick the actual List within each Market Section.

2. Choose the Right Selection

Then decide if you need a more refined selection than this - like SIC codes, geographic or sole traders, or companies only etc.

3. Choose Additional fields

Some mailing lists will have additional fields available such a number of employees, telephone, fax, turnover, assets etc. (Please call for advice)

4. Choose the Right Format

Disk, CD, Peel off Labels or Laser Letters. You can select more than one copy on the same format or different Formats if you wish. (See our Price List).

5. Choose the Right Styling

Most of our mailing lists have named contacts as part of the price, however some directory lists will need a styling. We normally automatically default to supplying an appropriate styling in accordance with the type of category selected. For example - The Senior Partner for a Professional Firm and The Chief Executive for a company. However, you can order specific stylings of your choice, such as The Marketing Manager, The Office Equipment Buyer etc.

6. Choose the Right Sort

Unless you want a specific sort, we normally supply the List sorted by Categories, Counties within Category, and Post Towns within Counties, and alphabetically by Business Name within Post Towns. If you need any other sort such as mailsort, let us know when ordering.

7. Delivery

Delivery is normally, 2 to 5 working days for most list selections. However, some lists will need authorisation from the owner (see the price list).

Tel. : +44 (0) 117 9341 600

Fax : +44 (0) 117 9341 601

Email : sales@directmailsystems.co.uk

BUSINESS TO BUSINESS LISTS 2001**General Business Lists****United Kingdom****'A' List - Top 500**

supplied by IRS Direct

Instant access to the 'Top 500' UK Corporate database for direct marketing use. It houses 10,000 key decision makers within parents and subsidiaries in Top 500 corporates in the UK. Ideal for major account penetration.

Approx. 12,800 records

Active Management File

supplied by IFS International Ltd.

This customer file, built almost entirely through direct mail, comprises of individuals working in the upper echelons of management. In addition to general management responsibilities they are heavily involved in business improvement, particularly in the fields of quality, best practice, training, teamwork, strategic planning, operations and human resource.

Approx. 20,000 records

Britain's Top Private Companies

supplied by Jordans Professional Services

Named directors and senior management at their registered offices for over 200,000 of Britain's Top private companies. Searchable on selected financial criteria such as profit and loss as well as the size, type and location of company in addition to the standard criteria.

Approx. 197,600 records

Business Masterfile - Northern Ireland

supplied by IDS Direct Marketing

Details on virtually every business in Northern Ireland; small medium & large. Includes industrial, manufacturing, construction, distribution, retail, catering, transport, financial, telecommunications, business services, leisure and the public sector.

Approx. 87,500 records

D&B Marketplace UK

supplied by Dun & Bradstreet

1.5 million UK companies, searchable by location (town, county, postcode, region) and by line of business, Company Size, Job Function and additional options such as fax indicator, legal status, year started, Importer / Exporter, type of location and number of branches.

Approx. 2,250,000 records

UK Top 150,000 Companies

supplied by Conduit Business Information

This highly responsive database provides complete details for the UK's top 150,000 companies. It is researched to provide the names of the individuals with key responsibilities within the company - this is based on selectivity of job-function.

Approx. 240,000 records

UK Executive Masterfile

supplied by Sterling Publishing Group PLC

This list consists of top UK business executives taken from Sterling Publishing Group's ABC audited, strictly qualified, controlled circulation magazines.

Approx. 79,000 records

Top 1000 Companies

supplied by Dudley Jenkins List Broking Ltd

This brand new list of Top 1,000 companies was fully telephone researched and as such is one of the most up to date lists of its kind. This list offers direct access to the largest employers in the UK, and includes the names of the most senior purchasing decision makers in these organisations.

Approx 7,800 records

Professionals – Northern Ireland

supplied by IDS Direct Marketing

Details of professionals located in Northern Ireland - including their preferred mailing address, giving either their business address or home address.

Approx. 13,500 records

PrimeFile

supplied by Market Location Ltd

PrimeFile is a fully telephone researched, site based database of UK companies with ten or more employees. Giving detailed information and a wealth of selectivity including up to eight named job functions per company record, PrimeFile is a well respected leader among UK business lists.

Approx. 335,600 records

Business register

supplied by Dudley Jenkins List Broking Ltd

This comprehensive Business Database has been created with the experienced Business Advertiser in mind. Meticulously telephone researched to ensure the most up to date information, the Business Register offers a panoramic view of well established and actively trading companies.

Approx. 101,700 records

Worldwide**Major Companies of the World**

supplied by Graham & Whiteside

A highly regarded international list of named senior executives in over 80,000 of the world's largest companies. Most major economies are covered (excluding the USA).

Approx. 567,000 records

International Executive Masterfile

supplied by Sterling Publishing Group PLC

Comprehensive international database of the world's leading business executives in a wide range of industries, taken from Sterling Publication Group's ABC audited & strictly qualified control circulation magazines.

Approx 269,700

Wilmington's International database

supplied by Wilmington Publishing Ltd.

The 'Wilmington International' database contains information from market leading publications that cover a wide range of industries including Energy & Power, Construction and Cosmetics. All records are personally named and have full business address details.

Approx. 75,800 records

North America**Canadian Business database**

supplied by infoUSA

Instant access to infoUSA's Canadian Business Database of over 1.1 million telephone verified businesses. Selectable by location, size and type of business and over 30 job titles. One of the biggest list owners in North America, infoUSA's lists have been used by over 3 million companies.

Approx. 1,200,000 records

US & Canada Executive Masterfile

supplied by Sterling Publishing Group PLC

This list consists of the US and Canada's top business executives from a wide range of industry sectors. Taken from Sterling Publishing Group's ABC audited, strictly qualified, controlled circulation magazines.

Approx. 177,800 records


 **US Business Database**
supplied by infoUSA

Instant access to infoUSA's US Business Database of over 12 million telephone verified businesses. Selectable by location, size and type of business, credit rating and over 30 job titles. One of the biggest list owners in North America, infoUSA's lists have been used by over 3 million companies.

Approx. 14,000,000 records

Business Sector Lists - UK

Agriculture

 **The Reed Farming Database *NEW***
Supplied by Reed Farmers Publishing Group

Built from the circulations of Farmers Weekly, the Update series, Farmland Market, Crops, Poultry World plus directory and trade association sources, the Reed Farming Database offers you a list you can trust to deliver. Extensive verification and updating ensures that the data is up-to-date and the best available to the agricultural industry.

Approx. 84,519 records

Automotive

 **Automotive Sector**
supplied by Sterling Publishing Group PLC

This list reaches design and development engineers, procurement executives, manufacturing engineers, quality control specialists as well as senior engineers involved in manufacturing systems, assembly machinery, product development and materials handling within the automotive industry.

Approx. 15,000 records

 **Company Car Fleet Database**
supplied by Conduit Business Information

Named individuals with the job function of Car Fleet Decision Maker taken from the UK's Top 150,000 limited companies and searchable by the number of cars in the fleet.

Approx. 59,300 records

 **Fleet Source**
supplied by Market Location Ltd

FleetSource is the largest and most comprehensive source of information on business vehicle usage in the UK. Containing over 230,000 telephone researched and site based records and a wealth of selectivity, FleetSource is ideal for any company wishing to accurately target companies with company cars and fleets.

Approx. 209,600 records

Aviation & Defence

 **Aviation & Defence Technology Sector**
supplied by Sterling Publishing Group PLC

This list targets senior decision-makers within the aviation, airport and defence technology sectors. Job titles include CEOs, Presidents, MDs, engineers, technical directors, operations directors, air traffic specialists, project managers, military attaches and senior defence Chiefs of staff who are responsible for procurement and planning.

Approx. 45,900 records

Drinks Trade

 **DrinksPlaces**
supplied by CGA Ltd.

One of the largest and most comprehensive database of licensed outlets in GB. Multiple 'outlet type' fields classify the 140,000 outlets with unique ownership details on each record. Information can be searched by location, type of outlet, license and owner.

Approx. 140,000 records

Education

UK Schools Database

supplied by Hamilton House Mailings Ltd.

The schools database with in excess of 31,000 records is one of the most comprehensive educational databases on the market. The list is compiled and updated on an ongoing basis with information gathered from many sources.

Approx. 31,000 records

Schools Register

supplied by Dudley Jenkins List Broking Ltd

This is probably the most comprehensive list of **named** contacts in schools throughout the UK that is available for commercial rental. In addition to Headteachers at Mainstream and Special schools in the UK, this list also offers a unique database of Heads of Departments in State, Private or Grant Maintained schools.

Approx. 644,300 records

Healthcare

Database of GP Practices

supplied by Beechwood House Publishing (Binleys)

A quality database of 60,000 named individuals at 10,000 General Practices in the UK, with details on Partners, GPs, Practice Nurses, Practice Managers and Computer Managers .

Approx. 65,900 records

Database of NHS HA Management

supplied by Beechwood House Publishing (Binleys)

A highly researched database of 125 NHS Health Authorities with contact details in more than 40 areas of responsibility; medical, operational, management and administration.

Approx. 3,500 records

Database of NHS Trust Management

supplied by Beechwood House Publishing (Binleys)

Database of NHS Trusts selectable geographically, by type of location/unit and by year of formation.

Approx. 12,000 records

Database of Primary Care Groups

supplied by Beechwood House Publishing (Binleys)

Comprehensive coverage of key personnel at all Primary Care Groups (PCGs) or equivalent organisations in the United Kingdom.

Approx. 6,800 records

Hospital and Healthcare Decision makers

supplied by Sterling Publishing Group PLC

This list reaches heads of hospital departments, hospital directors, procurement executives and surgeons as well as a range of medical specialists within both private and public hospitals, long term care institutions and nursing homes.

Approx. 111,000 records

IT & Telecomms

PowerBASE Trade

supplied by IT-DataDirect

High precision database targeting the Business Marketing and Sales decision-makers from UK companies involved in the IT trade. The database includes manufacturers, distributors, dealers, systems integrators, value added resellers, software developers and many other resellers of IT equipment and services.

Approx. 11,500 records

📄 **PowerBASE Corporate**
supplied by IT-DataDirect

Top quality telephone researched database targetting IT / MIS / network / computer and telecommunications management, director level and other senior IT decision makers in UK end-user companies and institutions with 200 or more employees including the top 1,000

Approx. 20,700 records

📄 **Telecomms & Broadcasting Executives**
supplied by Sterling Publishing Group PLC

Sourced from the readers of M-Business Solutions, Future Comms, Next Gen Telecommunications and Satellite Industry Development amongst others, this list comprises corporate, technical & procurement executives, as well as telecoms & networking executives within major corporations across the world.

Approx. 30,200 records

📄 **IT Executives**
supplied by Sterling Publishing Group PLC

Sourced from the readers of CIO Technology International, Integrated IT Solutions and IT Decisions Europe, this list comprises CIOs, IT/MIS Directors, Systems Managers, Network Managers and other IT/MIS decision makers within a broad spectrum of industry areas ranging from banking and finance to manufacturing, utilities, healthcare, transportation and retail.

Approx. 9,700 records

📄 **Datasite**
supplied by VNU Database Directories

Datasite - the essential database to market your products and services successfully to IT end-users.

Approx. 34,600 records

📄 **Computer Software & Services**
supplied by VNU Database Directories

Computer Software & Services - details over 9,500 UK and Irish Information Technology companies with over 16,000 individual contacts. Selection include industry type, type of business, turnover and staff numbers.

Approx. 19,800 records

Leisure

📄 **Leisure (Indoor)**
supplied by John S. Turner Direct Marketing

If you market to the indoor business-to-business leisure market, this is the list you want:- complete market coverage and minimal wastage. Selections include category of site, facilities each site offers and job function for the contacts at each site.

Approx. 57,400 records

📄 **Leisure (Outdoor)**
supplied by John S. Turner Direct Marketing

If you market to the outdoor business-to-business leisure market, this is the list you want:- complete market coverage and minimal wastage. Selections include category of site, facilities each site offers and job function for the contacts at each site.

Approx. 40,600 records

📄 **SALTEX Attendees**
supplied by John S. Turner Direct Marketing

The Institute of Groundsmanship's SALTEX exhibition is the premier event covering the UK's turf, amenity and children's play market. It attracts a discerning selection of decision makers who plan to invest in a wide selection of equipment from children's play to fertilisers.

Approx. 30,000 records

☒ Superyachts, Marinas and Cruise liners

supplied by Sterling Publishing Group PLC

This worldwide list brings together a receptive audience for those wishing to target yacht clubs, marinas, companies involved in yacht design, construction, charterage and brokerage, cruise lines, shipping agents and port/harbour authorities. It also targets maritime associations, travel agents and private yacht owners.

Approx. 7,200 records

☒ Gaming, Leisure and Hotel Management Decision Makers

supplied by Sterling Publishing Group PLC

This list reaches managers, executives and consultants within Hotel Chains, Independent Hotels, Hotel Management Companies, Casinos, Gaming Establishments, Family Entertainment Centres and Theme Parks throughout the world.

Approx. 28,700 records

Local Government**☒ Database of Local Government**

supplied by Beechwood House Publishing (Binleys)

100% verified every 26 weeks, this database provides comprehensive coverage of councils at County, District, Unitary, London & Metropolitan Borough levels. It also includes full details of the UK's Police and Fire Authorities. In all there are over 15,000 named managers on the database.

Approx. 16,200 records

Manufacturing and Industry**☒ Kelly's Industrial Data**

supplied by Kelly's Directories

90,000 UK Manufacturing and Industrial Service Companies, each with at least one named contact. It can be searched for around 20,000 different products or services for highly targeted mailings to the industrial sector.

Approx. 203,100 records

☒ Global Manufacturing Technology

supplied by Sterling Publishing Group PLC

This highly targeted list reaches senior decision markers within the Automotive, Electronics, Plastics, Glass and Textile industry sectors

Approx. 45,300 records

Mining and Metal**☒ Energy In buildings Database**

supplied by Inside Communications Ltd.

This database contains the names of all readers to Energy In Buildings Industry and Visitors to our NEMEX show. This covers all areas within the industry from Mining and Quarrying, Coke and Petroleum to Electrical, Gas and Water supplies.

Approx. 13,600 records

☒ Mining & Metal Decision makers

supplied by Sterling Publishing Group PLC

This list of key decision-makers from the mining industry and includes; Presidents and Vice Presidents of mining companies, Heads of Engineering, Plant Managers, Technical Directors, Chief Mining Engineers, Mine Managers and Heads of Mining Operations as well as Consultants and Senior Procurement Managers.

Approx. 6,700 records

Marketing & Creative **Marketing & Creative Handbook Database**

supplied by Marketing & Creative Handbook

Starting in 1984 with one local edition the Handbook has expanded into 4 annual editions covering the whole of mainland UK. Each year the Handbook generates thousands of research forms returned to us by companies ranging from the major UK PLC's to smaller dynamic businesses.

Approx. 28,000 records

Oil, Chemicals & Pharmaceuticals **Chemicals & Pharmaceuticals Industry Sector**

supplied by Sterling Publishing Group PLC

This list reaches Chief Chemical Engineers, Production Managers, Technical Directors, Purchasing Managers, CEOs, Presidents & Managing Directors within the world's major chemical processing corporations, petrochemicals companies and pharmaceutical companies.

Approx. 24,800 records

 **Energy In buildings Database**

supplied by Inside Communications Ltd.

This database contains the names of all readers to Energy In Buildings Industry and Visitors to our NEMEX show. This covers all areas within the industry from Mining and Quarrying, Coke and Petroleum to Electrical, Gas and Water supplies.

Approx. 13,600 records

 **Oil Industry Decision Makers**

supplied by Sterling Publishing Group PLC

This list covers a variety of staff in oil and gas companies worldwide. Through the combined counts of World Expro and International Hydrocarbon, this list reaches the oil and gas industry's lion's share of purchasing & specifying activity, from exploration & production to refineries & petrochemical processing.

Approx. 26,800 records

Paper, Pulp and Forestry **Paper, Pulp and Forestry Industry Decision Makers**

supplied by Sterling Publishing Group PLC

A combination of the circulation of "World Pulp and Paper Technology" and "World Forestry Directions" and covers the industry from forest management to finished paper products. The readership includes various areas of staff within forestry management companies, sawmills, wood composite panel producers, paper mills and pulp and paper converting companies worldwide.

Approx. 18,400 records

Printing Industry **Printing Plus**

supplied by Chartwork Publications

The list consists of subscribers to PRINTING PLUS and INPLANT PLUS, these two publications are mailed out regularly to production and senior management within the UK printing industry.

Approx. 13,200 records

Property & Estate Agents **The Negotiator**

supplied by Inside Communications Ltd.

List of estate agents and property consultants throughout the UK. Research shows they are high profile and affluent, with 54% being owners, partners or directors earning over £30,000.

Approx. 9,200 records

Transport & Logistics

Transport & Logistics Decision Makers

supplied by Sterling Publishing Group PLC

This list reaches senior decision-makers within transport authorities, fleet owners, truck and commercial vehicle manufacturers, urban and highway planners, rail network operators, railway authorities, ministerial officers, transport operators and traffic engineering contractors.

Approx. 27,900 records *Also see Automotive Sector lists*

Utilities

Utilities industry Sector

supplied by Sterling Publishing Group PLC

This list consists of named key decision-makers within major utilities companies. This truly global database encompasses the key strategic utility sectors including the power, telecommunications, gas and water industries.

Approx. 32,800 records

Business Sector Lists - Worldwide

Automotive

Automotive Sector

supplied by Sterling Publishing Group PLC

This list reaches design and development engineers, procurement executives, manufacturing engineers, quality control specialists as well as senior engineers involved in manufacturing systems, assembly machinery, product development and materials handling within the automotive industry.

Approx. 14,100 records

Aviation and Defence

Aviation & Defence Technology Sector

supplied by Sterling Publishing Group PLC

This list targets senior decision-makers within the aviation, airport and defence technology sectors. Job titles include CEOs, Presidents, MDs, engineers, technical directors, operations directors, air traffic specialists, project managers, military attaches and senior defence Chiefs of staff who are responsible for procurement and planning.

Approx. 42,250 records

IT & Telecoms

IT & Communications Executives

supplied by Sterling Publishing Group PLC

Sourced from the readers of CIO Technology International, Integrated IT Solutions and IT Decisions Europe, this list comprises CIOs, IT/MIS Directors, Systems Managers, Network Managers and other IT/MIS decision makers within a broad spectrum of industry areas ranging from banking and finance to manufacturing, utilities, healthcare, transportation and retail.

Approx. 9,700 records

Telecomms & Broadcasting Executives

supplied by Sterling Publishing Group PLC

Sourced from the readers of M-Business Solutions, Future Comms, Next Gen Telecommunications and Satellite Industry Development amongst others, this list comprises corporate, technical & procurement executives, as well as telecoms & networking executives within major corporations across the world.

Approx. 30,200 records

Leisure

 **Gaming, Leisure & Hotel Management Decision Makers**
supplied by Sterling Publishing Group PLC

This list reaches managers, executives and consultants within Hotel Chains, Independent Hotels, Hotel Management Companies, Casinos, Gaming Establishments, Family Entertainment Centres and Theme Parks throughout the world.

Approx. 16,560 records

 **Super yachts, Marinas & Cruise Lines**
supplied by Sterling Publishing Group PLC

This worldwide list brings together a receptive audience for those wishing to target yacht clubs, marinas, companies involved in yacht design, construction, charterage and brokerage, cruise lines, shipping agents and port/harbour authorities. It also targets maritime associations, travel agents and private yacht owners.

Approx. 9,970 records

Manufacturing

 **Global Manufacturing Technology**
supplied by Sterling Publishing Group PLC

This highly targeted list reaches senior decision markers within the Automotive, Electronics, Plastics, Glass and Textile industry sectors.

Approx. 47,800 records

 **Wilmington's Industrial Database**
supplied by Wilmington Publishing Ltd.

The Wilmington Industrial database covers a vast range of industry sectors ranging from textile care to heavy manufacturing. This is taken from leading Wilmington publications.

Approx. 150,000 records

Mining & Metals

 **Mining & Metal Industry Decision Makers**
supplied by Sterling Publishing Group PLC

This list of key decision-makers from the mining industry and includes; Presidents and Vice Presidents of mining companies, Heads of Engineering, Plant Managers, Technical Directors, Chief Mining Engineers, Mine Managers and Heads of Mining Operations as well as Consultants and Senior Procurement Managers.

Approx. 8,000 records

Office Products

 **Wilmington's Office Equipment and Services**
supplied by Wilmington Publishing Ltd.

The 'Wilmington Commercial' database covers all aspects of the office equipment and services market. Specifiers and purchasers in both end user companies and office equipment dealers give comprehensive coverage.

Approx. 85,000 records

Oil, Chemicals & Pharm.

 **Chemical & Pharmaceutical Industry Sector**
supplied by Sterling Publishing Group PLC

This list reaches Chief Chemical Engineers, Production Managers, Technical Directors, Purchasing Managers, CEOs, Presidents & Managing Directors within the world's major chemical processing corporations, petrochemicals companies and pharmaceutical companies.

Approx. 24,210 records

 **Oil Industry Decision Makers**
supplied by Sterling Publishing Group PLC

This list covers a variety of staff in oil and gas companies worldwide. Through the combined counts of World Exploration and International Hydrocarbon, this list reaches the oil and gas industry's lion's share of purchasing & specifying activity, from exploration & production to refineries & petrochemical processing.

Approx. 29,000 records

Paper, Pulp & Forestry

 **Pulp, Paper & Forestry Industry Decision Makers**
supplied by Sterling Publishing Group PLC

A combination of the circulation of "World Pulp and Paper Technology" and "Forestry and Forest Products International". and covers the industry from forest management to finished paper products. The readership includes various areas of staff within forestry management companies, sawmills, wood composite panel producers, paper mills and pulp and paper converting companies worldwide.

Approx. 19,920 records

Scientific & Healthcare

 **Hospital & Healthcare Decision makers**
supplied by Sterling Publishing Group PLC

This list reaches Heads of Hospital Departments, Hospital Directors, procurement executives and surgeons as well as a range of medical specialists within both private and public hospitals, long term care institutions and nursing homes.

Approx. 67,850 records

 **Wilmington's Scientific & Healthcare Database**
supplied by Wilmington Publishing Ltd.

Choose from over 40,000 named individuals covering all aspects of the scientific and healthcare industry. The database contains readers of market leading titles such as 'Medical Laboratory World', 'Hospital Development' and 'Hospital Equipment & Supplies'.

Approx. 43,000 records

Transport

 **Transport & Logistics Decision-Makers**
supplied by Sterling Publishing Group PLC

This list reaches senior decision-makers within transport authorities, fleet owners, truck and commercial vehicle manufacturers, urban and highway planners, rail network operators, railway authorities, ministerial officers, transport operators and traffic engineering contractors.

Approx. 28,770 records

Utilities

 **Utilities Industry Sector**
supplied by Sterling Publishing Group PLC

This list is comprised of named key decision-makers within major utilities companies. This truly global database encompasses the key strategic utility sectors including the power, telecommunications, gas and water industries.

Approx. 29,000 records

Job Function Specific Lists - UK**Business Travel****Business Travel Specifiers**

supplied by Dudley Jenkins List Broking Ltd

These companies have each been telephone verified as having a call centre and the contacts are all involved within the decision making process for the purchase of Telecoms, IT hardware & software, office equipment and staff recruitment within the call centre environment.

Approx. 42,000 records

Car Fleet Managers**Company Car Fleet Database**

supplied by Conduit Business Information

This business list offers accurate targeting of named individuals who are known to have purchasing influence over business travel - airline tickets, hotel bookings and car hire

Approx. 79,000 records

Fleet Source

supplied by Market Location Ltd

FleetSource is the largest and most comprehensive source of information on business vehicle usage in the UK. Containing over 230,000 telephone researched and site based records and a wealth of selectivity, FleetSource is ideal for any company wishing to accurately target companies with company cars and fleets.

Approx. 209,600 records

Chief Executives**Top 50,000 MD's**

supplied by Conduit Business Information

Named Managing Directors at the UK's Top 50,000 limited companies

Approx. 50,000 records

Conference, Events & Hospitality**Conference/Seminar Specifiers**

supplied by Dudley Jenkins List Broking Ltd

This new business list offers accurate targeting of named individuals who are known to have purchase influence in the area of conference and seminar bookings.

Approx. 31,000 records

Corporate Events Organisers

supplied by RGA UK Ltd.

A frequently updated database of the key individuals responsible for organising conferences, promotions and other events of major UK companies. A valuable resource for all venue owners, conference service companies etc.

Approx. 7,300 records

Corporate gifts & Hospitality Register

supplied by Dudley Jenkins List Broking Ltd

This business list offers accurate targeting of named individuals who are known to have purchasing influence over corporate gifts and hospitality.

Approx. 51,600 records

Engineering

European Engineering Database

supplied by Setform Ltd

Engineers with purchasing authority across a range of key engineering disciplines.

Approx. 30,100 records

Facilities Decision Makers**Facilities Decision Makers**

supplied by Conduit Business Information

Named individuals with the job function of Facilities Decision Maker at the UK's Top 20,000 companies.

Approx. 9,000 records

Premises & health/safety register

supplied by Dudley Jenkins List Broking Ltd

This business list offers accurate targeting of named individuals who are known to have purchasing influence in all areas of premises management, including cleaning services and security services. Each contact is also known to specify health and safety products.

Approx. 43,300 records

Financial Decision makers**Companies Insurance Specifiers**

supplied by Dudley Jenkins List Broking Ltd

This business list offers accurate targeting of named individuals who are known to have purchasing influence in the area of company insurance and other associated products.

Approx. 104,200 records

Financial Decision Makers Database

supplied by Conduit Business Information

Named individuals with the job function of Financial Decision Maker, from the UK's Top 150,000 limited companies.

Approx. 102,000 records

Financial Executives

supplied by Sterling Publishing Group PLC

Sourced from readers of Banking Technology Solutions, Global Investment Management, EuroMarket Decisions and Finance Director Europe.

Approx. 41,700 records

HR, Training & Health & Safety**Personnel Register**

supplied by Dudley Jenkins List Broking Ltd

This file comprises named Heads of Personnel in UK companies, all of whom have been carefully telephone researched to give a superb list of key decision makers with purchasing power.

Approx. 26,900 records

Recruitment contacts

supplied by Dudley Jenkins List Broking Ltd

This business list offers accurate targeting of named individuals who are known to have purchasing influence in the area of permanent and temporary staff recruitment.

Approx. 43,300 records

 **Staff Incentives File**

supplied by Dudley Jenkins List Broking Ltd

This business list offers accurate targeting of named individuals who are known to have purchasing influence in the area of staff incentive schemes and products.

Approx. 60,200 records

 **Human Resource Database**

supplied by Conduit Business Information

Named individuals with the job function of Human Resource Decision Maker at the UK's Top 20,000 companies.

Approx. 12,000 records

IT & Telecomms

 **Datasite**

supplied by VNU Business Information Europe

Datasite – the essential database to market your products and services successfully to IT end-users, and Computer Software and Services – a complete overview of the UK software and services industries.

Approx. 38,000 records

 **IT Decision Makers Database**

supplied by Conduit Business Information

Named individuals with the job function of IT Decision Maker at the UK's Top 20,000 limited companies. In-depth IT and internet selections available.

Approx. 20,000 records

 **PowerBASE Corporate**

supplied by IT-DataDirect

Top quality telephone researched database targeting IT / MIS / Network / Computer and Telecommunication Management, Director level and other senior IT decision makers in UK end-user companies and institutions with 200+ employees inc. top 1000.

Approx. 17,200 records

 **Telecomms & Broadcasting Executives**

supplied by Sterling Publishing Group PLC

Sourced from the readers of M-Business Solutions, Future Comms, Next Gen Telecommunications and Satellite Industry Development amongst others, this list comprises corporate, technical & procurement executives, as well as telecoms & networking executives within major corporations across the world.

Approx. 30,200 records

 **IT Executives**

supplied by Sterling Publishing Group PLC

Sourced from the readers of CIO Technology International, Integrated IT Solutions and IT Decisions Europe, this list comprises CIOs, IT/MIS Directors, Systems Managers, Network Managers and other IT/MIS decision makers within a broad spectrum of industry areas ranging from banking and finance to manufacturing, utilities, healthcare, transportation and retail.

Approx. 9,700 records

 **Datasite**

supplied by VNU Database Directories

Datasite - the essential database to market your products and services successfully to IT end-users.

Approx. 34,600 records

 **Computer Software & Services**

supplied by VNU Database Directories

Computer Software & Services - details over 9,500 UK and Irish Information Technology companies with over 16,000 individual contacts. Selection include industry type, type of business, turnover and staff numbers.

Approx. 19,800 records

 **Mobile Communications**

supplied by Dudley Jenkins List Broking Ltd

This business list offers accurate targeting of named individuals who are known to have purchasing influence in the area of mobile communications - car telephones, portable telephones and paging equipment.

Approx 50,900 records

 **Office Technology Register**

supplied by Dudley Jenkins List Broking Ltd

This business list offers accurate targeting of named individuals who are known to have purchasing influence over office technology equipment, including computer hardware and software, word processors, fax and photocopying machines.

Approx. 39,600 records

 **Systems/IT Managers**

supplied by Dudley Jenkins List Broking Ltd

Carefully telephone researched, these named computer professionals from UK companies, are all decision makers with purchasing influence.

Approx. 25,400 records

Office Purchasing Decision Makers

 **Business Pool**

supplied by Dudley Jenkins List Broking Ltd

Business Pool is the business mailing and telemarketing list that actually tells you "Who buys What in UK Businesses". This newly expanded, response-generated and telephone researched business list, provides the names of individuals in UK companies, who are actually responsible for buying specific products and services for their company.

Approx. 277,000 records

 **Business Pool Secretaries**

supplied by Dudley Jenkins List Broking Ltd

Secretaries/personal assistants working with business executives at director/manager level.

Approx. 37,400 records

See also Business Travel Specifiers, IT & Telecomms

Other Specialist Lists - UK

Exporting Companies

 **UK's Exporting Companies**

supplied by Conduit Business Information

Taken from the UK's Top 150,000 limited companies, the Exporting Companies database is searchable by export value, as well as by geography, size and line of business.

Approx. 42,000 records

Growth Companies

 **UK's Fastest Growing Companies**

supplied by Conduit Business Information

The fastest growing companies from the UK's Top 150,000 Ltd companies calculated by year on year of positive turnover growth. The most accurate business database of this type on the market.

Approx. 127,000 records

Private Companies

📄 **Britains Top Private companies**
supplied by Jordans Professional Services

Named directors and senior management at their registered offices for over 30,000 of Britain's Top private companies. Searchable on selected financial criteria such as profit and loss as well as the size, type and location of company in addition to the standard criteria.

Approx. 197,900 records

Smaller Companies

📄 **UK Small & Medium Sized Businesses**
supplied by Conduit Business Information

Complete details of named senior executives in 50,000 UK companies having between 10 and 50 employees.

Approx. 100,000 records

UK Fax Numbers

📄 **UK Faxfile**
supplied by Conduit Business Information

Fax numbers taken from the UK's Top 150,000 limited companies (NB fax numbers do not appear on labels - only as ASCII).

Approx. 90,000 records

FAQ**Do I get charged for every count I do?**

Counts are free of charge, we only charge when you come to download the data.

Do I get to keep the list?

You can keep the responses to the mailing but you may not keep the list and reuse it outside the terms of the license unless it has been agreed with the list owner.

If I reuse the list and I have only paid for a single use, How do they monitor this?

All lists will have sleepers, they are there to monitor mail that is sent to them, if they receive two communications from a company this will be checked against the contracts. If any company is found to have broken the terms of license there will be serious consequences.

Do you have e-mail addresses?

At the moment we have e-mail addresses on several business to business lists.

How are the lists compiled?

List owners compile their list differently. For details of each list please contact us directly.

How much do the lists cost?

Lists are priced on a per-record basis, therefore you only pay for the number of records that are selected. There is no minimum order quantity so you could buy a single record if you wished. Prices vary from list to list and are dependant upon the usage of the data.

My count has come to 10,589 and I only want 100. Do I have to buy everything?

No, you are able to purchase as many of the resulting records as you want.

What happens if the mailing piece comes back as a goneaway?

To ensure that the list is updated, return the gone aways to the List provider, most will refund for gone aways over a certain percentage level.

Glossary of terms

ASCII	Term used to indicate a clear text file.
Business to Business mailing (B2B)	A mailing sent from one business to another business
Cold List	People who have no known relationship with the advertiser, nor any known buying history of the product or service. It is used to attract new customers.
Compiled List	Names and addresses created from directories, public records, trade show registrations.
Consumer List	Names and addresses of private individuals at their home address
Copyright	This remains with the Listowner at all times
CSV	Comma Separated Values. A clear text file representing a datasheet. The file is separated into columns using a comma as the field separator. CSV files can be imported into the majority of word-processing, spreadsheet and database applications.
Customer Profile	Characteristics about a customer, eg age, household composition, number of cars etc.
Data Capture	Keying-in of data into a database.
Data Processing	The inputting, analysing, cleansing and updating of records on a database.
Data Protection Act	Legislation to protect the interests of the individual by controlling the use of personal data for marketing or other business purposes.
Deduplication	Identifying and removing duplicate entries in a database. Commonly undertaken when merging mailing lists from different sources, ensuring that only one mailing piece goes to an individual.
Demographics	Socio-economic characteristics of customers, such as age, sex, status, which builds a profile of an individual/ business.
Direct Mail	A personally addressed piece of mail promoting a company's products or services.
Direct Mailing	Marketing or advertising activity, based on a direct relationship.
Fax Preference Scheme(FPS)	This legislation states you cannot send unsolicited faxes to consumers, sole traders and (except in Scotland)partnerships without receiving prior permission. For further information visit www.fps-online.org.uk
Goneaway/ amendments	A person mailed no longer lives at the address used. Data protection laws and warranties say that anyone has the right to be removed from a List and it is the List users responsibility to return the amendments to the List Owner.
List Cleaning	The removal or correction of the details in a list.
List Rental	The rental of a list, of names and addresses, through a List Broker or directly from the List Owner. Rental can either be for one-off or multiple useage.
Loose Inserts	Promotional leaflets, postcards or simple mailing packs, placed inside publications (newspapers and magazines).
Mailer/ Mailshot	Personally addressed advertising sent through the post
Mailing Preference Service(MPS)	This is a system where consumers give their name and address details to be suppressed from all mailings. This is only relevant to home details
Mailsort	The range of Royal Mail services offering reduced postal prices. The mailer pre-sorts the mail into predetermined selections which relate to the way in which mail is circulated and delivered to the household.
Merge Purge	Combining two or more lists of names and addresses removing the duplicates. The end result is the "net names" list.
Multiple Use	This is when data is use by the mailer either over a period of time or a number times dependant on the agreement.
Nixies	Is another term for gone aways
nth/random selection	This is where names on the database are selected at random
Sample Mailing Piece	This is the actual letter/text/brochure that you will be mailing to your target audience
Seed names	These are names included in the list by List owners to monitor the frequency of usage
Single use/One off use	This is when the data is rental for one use only and can not be used again
Telephone Preference Scheme(TPS)	This is a system where consumers give their telephone details to be suppressed from all unsolicited marketing and sales calls. This is only relevant to home details. For further information visit www.tps-online.org.uk

LICENSE AGREEMENT

BY PURCHASING LABELS OR LISTS FROM DIRECT MAIL SYSTEMS THE USER ACKNOWLEDGES AND ACCEPTS THE TERMS OF THE FOLLOWING AGREEMENT.

The USER accepts responsibility for his actions while using the Direct Mail Systems, including the selection of labels and lists (hereafter referred to as the DATA), for the purchase, download, manipulation, printing and use of the DATA and for all results from such use.

There is no implied warranty of merchantability and/or appropriateness for any particular use or purpose. Neither Direct Mail Systems nor the LIST-OWNER will be liable in any event to the USER or others for any damages, lost revenue or profits, or any other incidental damages resulting from problems caused by the interaction of the DATA with the USER'S computer, operating system, other software or data.

The DATA comprises proprietary information copyrighted by the LIST-OWNER or others. The USER'S rights to use the DATA are strictly and specifically governed by the terms of this AGREEMENT. The USER may not use, copy, modify or transfer the DATA or any copy, modification or merged portion, in whole or in part, except as expressly provided for in this AGREEMENT.

Upon purchase the DATA is licensed exclusively for the use of the USER or for the internal use of the USER'S employing organisation. No resale or transfer of the data for use by any 3rd party is allowed. The USER must exercise all reasonable precautions to prevent others from violating the terms of this license.

The USER may make a single copy of the DATA in machine readable or printed form for backup purposes and in support of THE USER'S own use of the DATA.

Additional limitations as to the use of the DATA may be included in the LIST-OWNER'S specific terms which are deemed to have been accepted by the USER on purchase.

Failure to comply with any term or condition of this AGREEMENT will result in the termination of the license to use the DATA and the USER will be subject to all applicable legal remedies and/or prosecution.

The USER accepts that all DATA is provided to the SITE by LIST-OWNERS. Neither Direct Mail Systems nor the LIST-OWNER warrant that the DATA will meet the USER'S requirements, nor as to the result of its use, nor that the DATA will be error free. The DATA may contain a small number of "sleeper" or "seed" entries to monitor compliance with the license.

All claims in respect of the quality of the DATA must be addressed to the LIST-OWNER and are subject to and limited by the LIST-OWNER'S specific terms which the USER further accepts on purchase.

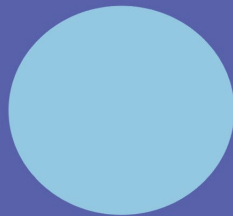
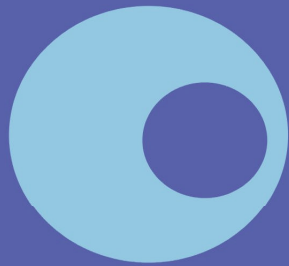
Neither Direct Mail Systems nor the LIST-OWNER will be liable in any event to the USER for any loss or damages, nor for any indirect or consequential loss or damages including as to revenue or profits, or any other incidental damages resulting from the use or inability to use the DATA. Further, neither Direct Mail Systems nor the LIST-OWNER will be liable for any claim by any other person or persons resulting from the use of the DATA. In the event of any claim upheld against Direct Mail Systems or the LIST-OWNER, they will not be liable in excess of the purchase price of the DATA.

The USER indemnifies Direct Mail Systems and the LIST-OWNER in respect of any claim arising from the use of the DATA and arising from the material despatched using the DATA, including but not limited to defamation, obscenity or infringement of others' rights.

The USER indemnifies Direct Mail Systems and the LIST-OWNER for all costs, claims, demands or expenses incurred or suffered by them as a result of any unauthorised copying, re-use, re-sale, disclosure or any other unauthorised use of the DATA while in its possession or the possession of any mailing house, computer bureau or other agent of the USER.

This AGREEMENT will be governed by English Law and the USER agrees to submit to the exclusive jurisdiction of the English Courts in respect of any dispute arising.

If any conflict arises between the terms of this AGREEMENT and the LIST-OWNER'S specific terms, the LIST-OWNER'S terms shall prevail.



dms

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