

List Solutions



To make access to our data as straightforward as possible, the List Solutions Database features our most frequently requested files as individual selections, ready for immediate use. The individuals represented on the List Solutions Database have indicated their responsibilities/purchasing influences via reader application. The source is the business titles owned by Centaur Media, the UK's leading business publisher.

All Centaur Media circulation files are constantly updated in order to maximise the potential for response.

Selections available from the List Solutions database

Responsibility for Conferences, Exhibitions and Audio-Visual

Readers who have indicated, via controlled reader questionnaire, their responsibility for Conferences, Exhibitions and Audio Visual Events.

☐ 4,000 records

Responsibility for Corporate Hospitality

Readers who have indicated, via controlled reader questionnaire, their responsibility for Corporate Hospitality.

☐ 3,000 records

Responsibility for CRM

Readers who have indicated, via controlled reader questionnaire, their responsibility for CRM.

☐ 3,300 records

Responsibility for Interactive Marketing

Readers who have indicated, via controlled reader questionnaire, their responsibility for Interactive Marketing.

☐ 3,700 records

Responsibility for Market Research

Readers who have indicated, via controlled reader questionnaire, their responsibility for Market Research.

☐ 6,000 records

Responsibility for Sponsorship

Readers who have indicated, via controlled reader questionnaire, their responsibility for Sponsorship.

☐ 3,000 records

Responsibility for Sales Promotion, Premiums and Incentives

Readers who have indicated, via controlled reader questionnaire, their responsibility for Sales Promotion, Premiums and Incentives.

☐ 5,300 records

The source of all above lists:

MarketingWeek

Company Car Specifiers

Controlled readers of Marketing Week or Employee Benefits who have indicated their involvement in their companies' selection or purchase of company cars

☐ 2,000 records

Source:

MarketingWeek **employee benefits**

List Solutions (continued)



Office Equipment Specifyers

Controlled readers of Marketing Week and The Lawyer who have indicated their responsibility for selection or purchase of business/office equipment.

3,500 records

Source:

MarketingWeek



Personnel/Recruitment

Personnel/human resources job titles or responsibility for recruitment, sourced from the rentable readership via controlled circulation questionnaire.

8,000 records

Women in Business

The Women in Business database is built from the rentable circulations of the Centaur Media portfolio of business magazines. List selections such as job title, job responsibility, number of employees and marketing budget can also be applied to the file.

28,000 records

The source of Personnel/Recruitment and Women in Business:

**corporate
adviser**

CR

**CREATIVE
HANDBOOK**

DataStrategy

**design
WEEK**

**employee
benefits**

MarketingWeek

mortgagestrategy

newmediaage

Recruiter



Responsibility for Training

Rentable readers who have indicated, via controlled reader questionnaire, their responsibility for training.

6,500 records

Source:

MarketingWeek



and also Training job titles.

Terms and conditions

A sample of the mailing piece or telemarketing script must be supplied for approval prior to despatch of data. Data must be handled by a recognised third-party mailing house, telemarketing bureau or agency. Please note volume of data is subject to change due to constant updates.

Costs

- mailing list rental **£185.00/000**
- mailing and telemarketing **£360.00/000**
- production and output **£50.00**

- telemarketing only list rental **£300.00/000**
- minimum list rental charge **£775.00**
- VAT: additional to all costs shown

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