

Marketing Week – 15,300 records

Marketing Week is the UK's leading source of news and information for marketing, marketing services and media professionals. Widely acclaimed for its accuracy and breadth of coverage, Marketing Week provides the very latest news on product launches, shifts in major brands strategies, key appointments and departures from all industry sectors plus account moves and media developments. Marketing Week is distributed to marketing and marketing-related professionals together with their agency and media partners. It is available on a controlled circulation basis. All controlled circulation readers have to individually request the title and then meet rigorous qualification criteria based on spend, budgetary responsibility, number of years in marketing and job title. The Audit Bureau of Circulations (ABC), audits our circulation figures.

Examples of selections available from the Marketing Week database

Responsibilities

- Reviewing and selecting Media
- Conferences, Exhibitions and Audio Visual
- Sales Promotions, Premiums, Incentives
- Design, Packaging and Brand Identity
- Reviewing and selecting Advertising Agency
- Reviewing and selecting Recruitment Media
- Reviewing and selecting Overseas Media
- Direct Marketing
- Public Relations
- Market Research
- Corporate Hospitality/Events
- Training Courses
- Incentive Travel
- Sponsorship
- Point of Purchase
- Reviewing and selecting Sales Promotion Agency
- Reviewing and selecting Direct Marketing Agency
- Telemarketing
- Interactive Marketing
- Field Marketing
- Internal Communications
- External Communications/Relations
- CRM
- Reviewing and selecting Design Consultancy
- Reviewing and selecting Market Research Agency
- Reviewing and selecting PR Consultancy
- Print/Paper/Production
- Marketing Promotion outside the UK
- Corporate Social Responsibility

Role - client companies and consultancies

- MD/Chairman/Chief Executive
- Marketing Director
- Marketing Manager
- Brand/Product Manager
- Marketing Executive
- Sales and Marketing Director
- Sales Director
- Sales Manager
- Business Development Director
- Business Development Manager
- Head of Communications
- PR/Press Director/Manager
- Advertising Director/Manager
- PR/Press/Advertising Executive
- Direct Marketing Manager
- Sales Promotion Manager
- Promotions Manager
- e-commerce/New Media Director/Manager
- Marketing Research Director/Manager
- Marketing Analyst
- Media Manager/Buyer
- Media Director
- New Product Development Manager
- Marketing Services Director
- Marketing Services Manager
- Marketing Services Executive
- Consultant
- Financial Director
- Other Director

Role - agencies

- MD/Chairman/Chief Executive
- Account Director
- Account Manager
- Account/PR/Marketing Executive
- Media Director
- Media Manager
- Media Planner/Buyer
- Creative Director/Manager
- Marketing Director
- Marketing Manager
- Marketing Services Director
- Marketing Services Manager
- Marketing Services Executive
- Business Development Director
- Business Development Manager
- Client Services Manager
- Financial Director
- Other Director

Involved in company's selection or purchase of

- Computer Hardware/Software
- Company Cars
- Business Travel
- Business Equipment
- Staff Incentives/Motivation Programmes
- Web Services

Marketing Week selections (continued)

Main area of business

Services

- Retail
- Wholesale
- Bank
- Building Society
- Life Assurance/Pensions
- Financial Service
- Power/Fuel
- Postal/Telecommunications
- Hotel
- Restaurant
- Leisure Group
- Transport
- Construction
- Charity
- Local Government
- Central Government
- Education
- Health
- Association/Professional Body
- Premiums & Incentives
- Distribution

Main area of business

Media owners

- Publishing
- TV & Radio Broadcasting
- Cable/Satellite TV
- Outdoor Media
- New Media

Marketing/advertising budget for client companies

- Under £50,000
- £50,000 - £100,000
- £100,000 - £250,000
- £250,000 - £1 million
- £1 million - £5 million
- £5 million - £10 million
- Over £10 million

Agency billings

- Under £1 million
- £1 million - £5 million
- £5 million - £10 million
- £10 million - £20 million
- £20 million - £50 million
- Over £50 million

Involved in decisions on marketing outside the UK

- Yes
- No

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 list rental **£360.00/000**
- production and output **£50.00**
- telemarketing only list rental **£300.00/000**
- minimum rental charge **£775.00**
- VAT: additional to all costs shown

CENTAUR MEDIA PLC, ST GILES HOUSE, 50 POLAND STREET, LONDON, W1F 7AX
Telephone: 0207 970 4222 **Fax:** 0207 970 4232. **E-mail:** cdm@centaur.co.uk