

New Media Database – 5,700 records

New Media Age is the UK's only weekly magazine covering the business of interactive media. It's essential reading for anyone using interactive media to communicate with their customers, and for all the companies providing the products and services that make those communications possible.

Launched in 1995, New Media Age quickly became the bible for the UK's internet industry. Rather than covering technology, it concentrated on the business opportunities that were being created by the emerging technologies, an editorial focus it has retained to the present day.

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.

Data Strategy was launched in October 2004 specifically as the first UK magazine to bring together this data community. Due to the diverse nature of the business, data professionals can have a range of job titles: data analyst, data planner, database marketing director/manager, IT director/manager or head of data. Data Strategy is the only magazine in the United Kingdom to span this range of professionals.

Examples of selections available from the New Media Age database

Examples of company types available

- Advertising Agency
- Audiovisual, Film, TV, Video Production
- Bank
- Broadcasting
- Communications
- Consumer Durables
- Design
- Direct Marketing Agency

- Food, Drink, Tobacco and Alcohol
- Financial Services
- Hi Tec
- Industrial Manufacturing
- ISP's
- Life Assurance, Pensions
- Marketing
- Packaged Goods
- Publishing
- Retail
- Transport

Examples of job titles available

- Agency Account Management
- Brand Manager
- Direct Marketing Manager
- Director, Chairman, CEO, General Management, MD
- Marketing Management
- Marketing Services Management
- PR, Press, Publicity, Advertising
- Sales Management

Terms and conditions

A sample of the mailing piece or 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 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