

Data Strategy 4,600 records

Data is no longer simply a marketing issue. This practice falls between traditional IT and marketing. 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.

Selections for list rental by industry, job responsibility, job title and agency or client company ensure you can reach your chosen target audience. Some typical list selections are shown below. Please contact us for a count on your choice of criteria.

Examples of selections available from the Data Strategy database

Company's main area of business

Services

- Retail
- Bank
- Building Society
- Life Assurance/Pensions
- Financial Service
- Utilities
- Postal/Telecommunications
- Healthcare
- Hotels
- Restaurants
- Travel/Tourism
- Leisure Group
- Transport
- Construction
- Charity
- Central Government
- Local Government
- Education
- Association/Professional Body
- Wholesale
- Distribution
- Data Service Provider

Manufacturing

- Food/Soft Drinks/Tobacco
- Consumer Durables
- Industrial Products
- Brewing/Distilling
- Computer Hardware/Software
- Pharmaceuticals (OTC)
- Pharmaceuticals (Ethical)
- Chemicals
- Automotive
- Other Manufacturing

Media owners

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

Consultancies

- Recruitment Consultancy
- Marketing Consultancy
- PR Consultancy
- Direct Marketing Consultancy
- Market Research Consultancy
- Management Consultancy
- Sales Promotion Consultancy
- IT Consultancy
- Other Consultancy

Agencies

- Advertising Agency
- Recruitment Ad Agency
- Sales Promotion Agency
- Direct Marketing Agency
- PR Agency
- Other Agency

Data Strategy selections (continued)

Number of employees

- 10 or under
- 11-50
- 51-100
- 101-500
- 501-1000
- 1001+

Current position

- MD/Chairman/Chief Executive
- Head Of Data/Database Director
- Database Manager
- Database Analyst
- IT Director
- IT Manager
- Finance Director
- Marketing Director
- Marketing Manager
- Marketing Executive
- Direct Marketing Director
- Direct Marketing Manager
- Business Development Director
- Business Development Manager
- Marketing Services Director
- Marketing Services Manager
- Brand/Product Manager
- E-commerce/New Media Manager
- Sales Director
- Sales Manager
- Account Director
- Account Manager
- Media Planner/Buyer
- Data Planner
- Client Services Manager

Approximate budget for data products

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

Specify and/or purchase data products and services

- Address Management
- Bureau Services
- Business Data
- Consumer Data
- Database Testing
- Direct Marketing Services
- Decision Supplier Software
- Geo-demographic Classification
- Internet Marketing
- IT Consultancy
- Mapping Data
- Mapping Systems
- Market Research
- Market Consultancy
- Relationship Marketing
- Suppression Services
- Telemarketing Services

Approximate agency billings

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

Company's total marketing and advertising spend

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

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

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