



B2B DATABASE: SENIOR DECISION MAKERS

2.7 million contacts
378,000 email addresses

Available Selections

Job Function
Geography
Employee Band
Turnover Band
Type of Business
SIC Code
Site Location
Year Established

Costs

Rental, Lease & Purchase *per thousand records*

Single Use ... £130
12 Months Lease ... £250
Outright Purchase ... £400

Email Addresses ... £50
Telephone Numbers ... £20
Fax Numbers ... £20

Broker Commission 20%

Output & Delivery

Email ... £10 only
CD-ROM ... £25 only

Minimum order value: £250

All costs exclude VAT

DMA List Warranty: 003692

All lists are seeded to detect unauthorized use. Orders subject to our Terms & Conditions.

Reaching the right person with a B2B marketing message is vitally important. This highly responsive database brings together information on key senior decision makers in UK businesses from a wide variety of data sources.

Multiple data feeds are checked and verified on a monthly basis to ensure that the most up-to-date data is always available for use, and additional telephone verification is used to give an extra level of accuracy.

In addition to a range of 17 different areas of responsibility (see table), records can be further selected by their line of business (business type or SIC code), size (employees or turnover), geography (region, county, postcode), and many other criteria.

Coverage by job function is as follows:

| Area of Responsibility | Postal Volume | Email Volume |
|---------------------------------|------------------|----------------|
| Facilities, Property & Estates | 9,671 | 4,638 |
| Finance & Accounts | 230,233 | 35,125 |
| Fleet | 7,397 | 3,768 |
| Health & Safety | 16,592 | 6,141 |
| Human Resources | 33,430 | 7,997 |
| IT & Computing | 59,660 | 21,377 |
| Managing Director or Equivalent | 1,938,648 | 202,350 |
| Marketing | 39,032 | 15,133 |
| Office Management | 59,310 | 13,450 |
| Operations | 18,009 | 5,400 |
| Partner | 157,321 | 13,708 |
| Personal Assistant | 33,437 | 5,853 |
| Project Management | 10,857 | 7,250 |
| Purchasing | 23,598 | 6,393 |
| Quality Assurance | 4,784 | 1,950 |
| Sales | 73,381 | 25,331 |
| Telecommunications | 7,305 | 2,212 |
| Total | 2,722,665 | 378,076 |

Telephone numbers are also available, after TPS screening. Please get in touch to confirm the latest counts.

Call Thinking Data on 0844 736 2512
or email think@thinking-data.co.uk