



B2B DATABASE: EMAIL
1.3 million decision makers
600,000 companies

Available Selections

Job Function
Geography
Employee Band
Turnover Band
Business Type
SIC Code
Generic/Non-Generic Email

Costs

Rental, Lease & Purchase
per thousand records

Single Use ... £175
12 Months Lease ... £250
Outright Purchase ... £375

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.

With email marketing becoming an ever more critical facet of the direct marketing industry, Thinking Data can offer an unparalleled file of senior decision makers' email addresses within UK Businesses.

Whether you are looking to target SOHOs, SMEs or Blue-Chip Companies, this file will provide you with the opportunity to achieve your aims through responsive marketing, direct to the inbox of your potential customers. Email marketing has the advantage of being relatively low cost, with none of the production charges associated with mailings, and environmentally friendly into the bargain.

Developed through extensive research, the file is constantly updated through telephone research and has its deliverability verified on a monthly basis.

Industry coverage by top level SIC code is as follows, with many other selection criteria also available, ensuring that your message reaches exactly the right contacts.

Agriculture, hunting and forestry	5,602
Fishing	310
Mining and quarrying	786
Manufacturing	67,218
Electricity, gas and water supply	634
Construction	29,302
Wholesale and retail trade; repair of motor vehicles	67,917
Hotels and restaurants	21,383
Transport, storage and communication	20,438
Financial intermediation	12,014
Real estate, renting and business activities	141,806
Public administration and defence; compulsory social work	2,371
Education	26,146
Health and social work	17,315
Other community, social and personal service activities	49,323
Private households with employed persons	406
Extra-territorial organizations and bodies	2,770
Unclassified	136,560
Total	602,301

Further breakdowns are available overleaf, but please don't hesitate to get in touch with us for an up-to-date count addressing your precise target audience.

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



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Employee Bands

1-5	220,198
6-9	84,881
10-19	60,166
20-49	72,022
50-99	26,675
100-199	13,607
200-349	8,411
350-499	810
500-999	1,188
1000-1499	243
1500+	503
Unclassified	113,597

Job Function

Senior Decision Maker	536,062
General Management	92,823
Financial Management	34,853
Sales & Marketing	20,942
IT Management	18,651
Head Teacher/Principal/Academic	11,937
Office Management	6,387
HR Management	5,740
Clergy	2,634
Facilities Management	2,437
Other	2,146
Operations Management	1,732

Region

England	624,663
Scotland	55,600
Wales	27,705
Northern Ireland	13,926
Channel Islands	2,004
Isle of Man	1,312

All volumes are subject to confirmation

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