

DECISION MAKERS: HUMAN RESOURCES

23,000 Contacts



Description

Extensively researched, this file has been built in order to identify specific named contacts responsible for Human Resources and Personnel decisions across UK businesses.

This file covers HR directors and managers, training and staff development contacts and many more. Postal, telemarketing and email contact channels are all available.

Data is pooled from a variety of sources including directory information, membership bodies, and Companies House data; together with desk, telephone and web research. Aggregating data from a number of sources creates a larger file, and also allows for greater verification. The files are updated and cleaned on a monthly basis to ensure maximum deliverability.

As a member of the UK Direct Marketing Association, we adhere to its Best Practice guidelines on data hygiene. Data is cleaned against standard industry suppression files, and telephone numbers are run against the Telephone Preference Service file prior to supply. Email data, where we supply it, is collected on an opt-in basis. We offer delivery guarantees on all contact channels and will refund the costs of any data which falls below our acceptability thresholds.

This data set can be linked to our main B2B file, enabling the selection of other decision makers to complement these contacts, or to select another senior contact where no human resources or personnel contact is available for an organisation.

These contacts will be receptive to a wide range of offers, including those specific to their areas of expertise – together with more general promotions such as subscriptions and publishing, membership organisations, legal and payroll affairs, and corporate hospitality.

Available Selections

Business Type	Geography
SIC Code	Email Address
Employee Band	Telephone Number
Turnover	

Postal Data Costs

Single Use	£130 per thousand
12 Months Lease	£250 per thousand
Outright Purchase	£350 per thousand

Broker Commission 20%

Selection Costs

Email Address	£70 per thousand
Telephone Numbers	£20 per thousand
Other Selections	£10 per thousand

Output & Delivery

Email	£10
CD-ROM	£50
S/A Labels	£25 per thou + P&P
Delivery Time	2-3 working days

Minimum data order value: £250

All costs exclude VAT

DMA List Warranty No: 003692

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



For more details call **0844 736 2512**
or email **think@thinking-data.co.uk**

DECISION MAKERS: HUMAN RESOURCES Breakdown



Sector Coverage *number of companies*

Agriculture, Forestry & Fishing	105
Construction	625
Education & Training	1,597
Financial Services	663
Hospitality & Catering	627
Information Technology	763
Manufacturing	3,786
Mining & Quarrying	85
Other Business Activities	2,497
Other Services	444
Public Sector	1,536
Real Estate	459
Recreation, Culture & Sports	527
Rentals	164
Retail	1,307
Transport & Communications	963
Utilities	140
Wholesale	814

Turnover Bands *number of companies*

Under £50,000	1,411
£50,000 to £100,000	226
£100,000 to £250,000	548
£250,000 to £500,000	541
£500,000 to £1,000,000	834
£1,000,000 to £5,000,000	3,992
£5,000,000 to £10,000,000	2,914
£10,000,000 to £20,000,000	2,350
£20,000,000 to £50,000,000	2,264
£50,000,000 and over	1,797

Regions *number of companies*

Central London	2,464
Central Southern	2,201
Channel Islands	88
East Anglia	1,398
East Midlands	1,182
Home Counties	1,133
North West	2,103
Northern Ireland	547
Outer London	589
Scotland	1,453
South East	879
South West	912
Wales & Borders	789
West Midlands	1,515
Yorkshire & North East	2,180

Employees *number of companies*

1 to 5 Employees	817
6 to 10 Employees	913
11 to 20 Employees	1,658
21 to 30 Employees	1,520
31 to 50 Employees	2,623
51 to 100 Employees	4,042
101 to 200 Employees	3,280
201 to 300 Employees	1,280
301 to 500 Employees	998
501 and over	864

Channels *number of contacts*

Postal	23,079
Telephone Numbers	19,375
Email Addresses	14,233

*The above counts are liable to change.
Please call us on **0844 736 2512** for more detailed counts and breakdowns.*