

INDUSTRIAL & COMMERCIAL

106,000 decision makers



Description

The Industrial and Commercial file is designed to provide access to key contacts in larger businesses across the UK – those which make up the real powerhouses of the economy, across all commercial sectors. These blue-chip decisionmakers command significant budgets and are receptive to innovation and development opportunities.

Coverage spans all commercial business sectors, including manufacturing, financial services and an enormous range of business and consumer services. A wide range of contacts are available, ranging from senior directors to finance, personnel, sales & marketing, and information technology.

The available selection criteria are extremely broad, allowing targeting opportunities for business sectors, sizes of organisation and contact channel. Telephone and email data is available in addition to postal addresses.

The file 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 opportunities for verification. The file is updated on a monthly basis and screened against standard suppression files prior to supply.

This highly-responsive file should be considered for many promotions such as financial services, IT products, publishing and subscriptions, legal services and corporate hospitality, not to mention fundraising opportunities.

Please see overleaf for count breakdowns.

Available Selections

| | |
|---------------|------------------|
| Job Function | Employee Band |
| Business Type | Turnover |
| SIC Code | Email Address |
| Geography | Telephone Number |

Postal Data Costs

| | |
|-------------------|-------------------|
| Single Use | £140 per thousand |
| 12 Months Lease | £250 per thousand |
| Outright Purchase | £400 per thousand |

Broker Commission 20%

Selection Costs

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

Output & Delivery

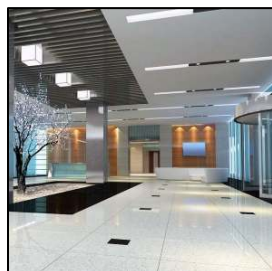
| | |
|---------------|--------------------|
| Email | £10 |
| CD-ROM | £50 |
| S/A Labels | £25 per thou + P&P |
| Delivery Time | 2-3 working days |

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*

INDUSTRIAL & COMMERCIAL Breakdown



Sector Coverage *number of companies*

| | |
|---------------------------------|--------|
| Agriculture, Forestry & Fishing | 589 |
| Construction | 3,255 |
| Financial Services | 1,239 |
| Information Technology | 1,808 |
| Manufacturing | 12,052 |
| Mining & Quarrying | 271 |
| Other Business Activities | 8,609 |
| Other Services | 663 |
| Real Estate | 1,284 |
| Recreation, Culture & Sports | 2,688 |
| Rentals | 568 |
| Transport & Communications | 4,256 |
| Utilities | 613 |
| Wholesale | 2,711 |

Regions *number of companies*

| | |
|------------------------|-------|
| Central London | 4,855 |
| Central Southern | 3,999 |
| Channel Islands | 130 |
| East Anglia | 2,894 |
| East Midlands | 2,488 |
| Home Counties | 2,352 |
| North West | 4,839 |
| Northern Ireland | 885 |
| Outer London | 1,265 |
| Scotland | 3,217 |
| South East | 1,566 |
| South West | 1,875 |
| Wales & Borders | 1,651 |
| West Midlands | 3,466 |
| Yorkshire & North East | 5,124 |

Turnover Bands *number of companies*

| | |
|----------------------------|--------|
| £1 million to £5 million | 10,808 |
| £5 million to £10 million | 7,897 |
| £10 million to £20 million | 5,174 |
| £20 million to £50 million | 4,290 |
| £50 million and over | 2,495 |
| Not Identified | 9,942 |

Job Functions *number of contacts*

| | |
|-------------------------|--------|
| Senior Decisionmaker | 38,182 |
| Finance | 14,938 |
| General Management | 12,927 |
| Sales & Marketing | 11,816 |
| IT | 6,969 |
| HR | 4,576 |
| Purchasing | 4,150 |
| Operations & Production | 3,236 |

Channels *number of contacts*

| | |
|-------------------|---------|
| Postal | 106,597 |
| Telephone Numbers | 79,947 |
| Email Addresses | 68,466 |

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

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