

SOHO: THE SMALL BUSINESS DATABASE

1,100,000 businesses



Description

According to government figures, the combined annual turnover of UK small businesses is approximately £1,300 billion*. Consequently this is a significant market with a lot to offer potential advertisers. It is a particularly fluid sector, with business owners highly receptive to offers which will allow them to grow their businesses, and run them more effectively.

Changes in technology over recent years have made it much easier to start small or even home-based businesses which project a professional image every bit as corporate as their larger competitors, particularly in hi-tech and online sectors. This is not to neglect more traditional occupations, though – the file is equally effective at targeting tradespeople as it is professionals.

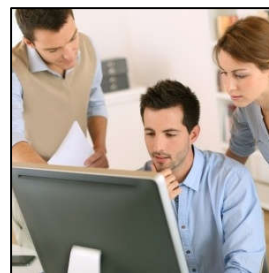
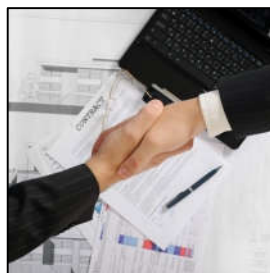
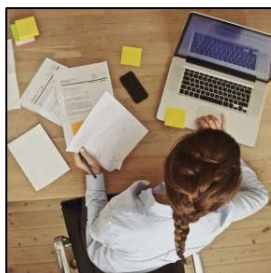
To reflect this fast-changing marketing, the file is updated on a monthly basis, and compiled from pooled data sources in order to maximise coverage and accuracy. Data is cleansed against standard suppression files and emails are collected on an opt-in basis.

These types of business are extremely responsive to a wide range of offers which will help them to thrive. Therefore, this database will prove extremely effective for a wide range of offers, including, but by no means limited to:

- Accounting, Finance and Insurance
- Stationery and Office Supplies
- Training Services
- Computers and Accessories
- Vehicle Rental and Purchase
- Promotions and Incentives

See overleaf for more detailed count information.

* Source: Dept for Business Innovation & Skills, 2013



Available Selections

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

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*

SOHO: THE SMALL BUSINESS DATABASE

Breakdown



Sector Coverage

Agriculture, Forestry & Fishing	53,746
Automotive	5,5874
Construction	147,964
Education & Training	10,780
Financial Services	18,224
Hospitality & Catering	116,936
Information Technology	44,850
Manufacturing	117,052
Mining & Quarrying	1,081
Other Business Activities	141,490
Other Services	136,592
Real Estate	58,294
Recreation, Culture & Sports	59,327
Rentals	11,800
Retail	126,390
Transport & Communications	54,139
Utilities	5,903
Wholesale	37,959

Turnover Bands

Under £50,000	58,581
£50,000 to £100,000	142,929
£100,000 to £250,000	186,033
£250,000 to £500,000	140,606
£500,000 to £1,000,000	102,944
Not Identified	567,308

Regions

Central London	102,878
Central Southern	124,327
Channel Islands	2,526
East Anglia	92,934
East Midlands	68,629
Home Counties	68,764
North West	135,125
Northern Ireland	23,578
Outer London	46,604
Scotland	89,242
South East	65,574
South West	82,193
Wales & Borders	64,108
West Midlands	90,465
Yorkshire & North East	141,455

Employees

1 to 5 Employees	1,004,911
6 to 10 Employees	137,510
11 to 20 Employees	48,537
20 to 25 Employees	7,444

Channels

Postal	1,198,402
Telephone Numbers	693,263
Email Addresses	398,932

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