

WORLDWIDE BUSINESS DECISION MAKERS

05/15/2006

7,182,886	For One Time Use-		
	Mailing Data	€250/M	----- DATE -----
	Contact & Email Address	€250/M	06/15/2006 UPDATED
	Supplied		06/15/2006 CONFIRMED
	Telephone Data	€250/M	
	Fax Number Supplied	€250/M	----- UNIT OF SALE -----
	Fax Number Supplied	€300/M	N/A
	W/Mailing Data		
	For Multiple Use-		----- GENDER -----
	Mailing & Telephone	€470/M	% N/A
	Data		CAN SELECT
	Mailing/Telephone/Fax	€600/M	
	and Email Address		----- MEDIA -----
	Contact Name & Email	€350/M	100% DIRECT RESPONSE
	Address Broadcast		SEE TEXT

These are worldwide buyers of products and services promoted by mail, fax, phone and Email addresses worldwide, deduplicated from the list in the "profiles" section.

Additional Selection:

Monthly Income @ N/C
 Geography- Please inquire

Age:

Below 25
 25 - 34
 34 - 49
 50 Plus

----- ADDRESSING -----
 P/S LABELS OR DISKETTE
 ----- SELECTIONS -----
 N/C AGE
 N/C NUMBER OF EMPLOYEE
 N/C SIC/NAICS CODE
 N/C JOB TITLE SELECT
 N/C BUSINESS ADDRESS
 N/C BUS/INDUSTRY TYPE
 N/C HOME ADDRESS
 €20.00 P/S LABELS
 €20.00 DISKETTE (FLAT FEE)
 N/C GENDER/SEX

----- MINIMUM ORDER -----
 5,000

Employee Size:

1 - 10
 11 - 50
 51 - 100
 101 - 500+

For Business Address Only:

Monthly Income-
 More Than US 6,000
 US 3,000 - 6,000
 Less Than US 3,000
 Unknown

Job Title- Chairman/President/MD/CEO,
 COO/CFO/CIO/Director/Vice President,
 General Manager/Senior Manager, Middle-
 Level/Junior-Level Exec, Professional,
 Other

Industry Classification- Agriculture/
 Forestry/Fishing, Mining, Construction,
 Manufacturing: Foods/Tobacco, Textile and
 Apparel, Lumber and Wood Pdts, Paper/
 Printing and Publishing, Chemicals and



Allied Pdts, Petroleum Refining/Etc,
Rubber/Plastic/Leather Pdts, Stone/Clay/
Glass/Concrete Pdts, Primary/Fabricated
Metal, Machinery/Transport Eqpt,
Electrical and Electronic, Precision
Instruments, Miscellaneous,
Transportation/Communication, Utilities,
Wholesale Trade, Retail Trade, Finance/
Insurance and Real Estate, Hotels and
Other Lodging Services, Personal
Services, Business Services, Health
Services, Other Services, Public
Administration, Others

Profile (each is a separate list):

Local Business Executives and Professionals- 1,754,853

They are local businessmen and professionals who play key roles in their organizations

Expatriate Business Executives and Professionals- 177,253

They are foreign nationals with high salaries, who play vital roles in the organizations they work for

Emerging Market Prospect Optimists- 279,626

They are keen to invest capital, transfer technology, increase market share, and expand operations in emerging markets

Economic Forecast and Report Buyers- 694,819

They monitor developments in the global economy through reports published by reputable financial institutions

Successful Entrepreneurs- 889,832

They have managed to grow their business into a profitable venture over a span of at least seven years

Marketing and Sales Book Buyers- 127,253

They read books to stay on top of the latest thinking and practice in marketing and sales

Marketing Services Who's Who- 638,622

They specialize in marketing strategy, product conceptualization, branding, advertising, sales management, and public relations

Financial Management Book Buyers- 638,030

They stay on top of the latest thinking and practice in financial management as well as

developments in global finance	
Human Resources Management Book	583,640
Buyers-	
They read books to stay on top of the latest practices in human resources management	
Major Companies' Annual Report	542,767
Requestors-	
They want to know about major companies finances, with a view of targeting them as suppliers, customers, agents, employers, etc	
Business Degree Holders from Well/Known Schools-	407,796
They are alumni of major business schools known for the quality and competitiveness of their curricula	
Business Strategy Software	192,372
Simulation Buyers-	
They buy a software game that tests their ability to make the best business decisions	
English-Literate Local Business Execs/Entrepreneurs/and Professionals-	130,227
They form an ideal B2B target for offers in English aimed at countries where English is not widely spoken	
Local Currency Restriction Evaders-	135,798
They do not want their foreign transactions to be hampered by local monetary restrictions	
Geography:	
United States	147,282
Canada	136,493
Australia	170,694
France	212,166
Netherlands	125,677
Spain	131,396
Japan	65,336
Germany	175,165
United Kingdom	115,567
Italy	122,783
China (Mainland)	61,674
Brazil	13,020
India	17,865
Mexico	9,772
Korea (South)	58,173
Russia	99,541
Taiwan	63,823
Argentina	9,206
Switzerland	116,952
Belgium	111,643

Sweden	105,927
Austria	118,456
Turkey	1,861
Denmark	90,100
Hong Kong	109,426
Norway	84,769
Poland	20,504
Saudi Arabia	37,329
Indonesia	178,218
Thailand	167,558
Finland	87,678
Greece	63,714
South Africa	31,235
Iran	1,560
Portugal	74,134
Colombia	3,928
Israel	10,284
Singapore	171,181
Venezuela	7,137
Malaysia	166,104
Egypt	7,645
Philippines	191,995
Chile	6,991
Ireland	65,747
Peru	5,118
New Zealand	72,829
Czech Republic	17,706
UAE	9,758

Media: The names are regularly supplied by
(1) database management companies that update
client databases; (2) mail houses,
telemarketing outfits, door-to-door agents who
are contracted to sell various products; (3)
distribution and fulfillment houses, who are
contracted to deliver products ordered through
direct marketing means

