

List Profile for: Reed Business Information Lists/Mardev

List Type: Business

What's This List About?

Reed Business Information (RBI), the world's largest business information supplier, with over 300,000 records!!

Lists cover all market sectors including manufacturing, mining, entertainment, finance, media, building & construction & travel. RBI lists are continually updated and rigorously screened in order to provide you with accurate and high quality data.

In some cases, email data is available (email sent by Reed).

The lists are sourced from a wide range of Reed Elsevier International businesses including:

- o Reed Business Information Publication subscribers
- o Reed Exhibitions attendees

Pricing & Selections *ex GST*

# of records	Over 250,000	
Pricing	Mail Data Rental	32.5c per record
	Financial Services Data	38.5c per record
	Lawyers & HR (Lexis Nexis)	37.5c per record
	Academic	35c per record
	New Scientist	39.5c per record
	Setup	\$300.00
	Minimum order	2,000 records
Selections	<ul style="list-style-type: none"> -Job Title -State -Gender - Industry/List - Magazine subscribed to: <p>Publications AARDS Media & Production, B & T Magazine, Encore & Broadcast + Media Building Product News, Construction Contractor, Infolink, Commercial Property Gazette Super Review & Money Management Australian Doctor & Pharmacy News Hospitality Australian Mining New Scientist Manufacturers Monthly, FEN, Packaging, Food, Electronic News, Australian Electronics Engineering Traveltrade & Travel Weekly Human Resource, Lawyers Weekly & Risk Management</p> <p><i>...see basic breakdown next page</i></p>	

Anything Else I Need To Know?

Deliverability	95%	
Terms & Restrictions	List not to be on-sold to any other company or used to form a directory List Rental means a once-only use A copy or draft of your mail piece must be submitted for prior approval	

Delivery Format & Turnaround

Format	Emailed to you in Excel format. Ask about other formats	
Turnaround	Within 3 days after payment is confirmed.	
Payment	Pre payment (unless otherwise negotiated).	

Reed/Mardev Magazine Lists	Count
Advertising, Media & Marketing	4,945
Architecture	4,607
Building & Construction	5,888
Commercial Property*	11,932
Engineering	6,014
Financial Services	4,107
Healthcare	5,106
Hospitality	4,980
IT Professionals	3,431
Manufacturing	31,252
Marketing Professionals	3,814
Middle Management	27,580
Mining	5,570
New Scientist Active	6,574
New Scientist Expired	12,095
Senior Decision Makers	28,292
Technical Officers	18,263
Technical Professionals	13,673
Travel & Tourism	7,660
TV, Film & New Media	3,497
Worldwide Academic File (WALF)	33,711
LexisNexis	17,956
Email Records (sent by list owner)	10,198

*This list is no longer guaranteed