

eMail List Enterprise Innovation

Email Addresses Available 28,310 \$1,200 per 1,000
Email for Conferences/Event Organizers \$800 per 1,000

Who They Are

Primarily C-level top management titles and business development professionals in the telecom industry, manufacturing, banking, media, business services, government and retail throughout Asia who are seeking to align IT with their business strategies.

What They Buy

Technical products and services focusing on business intelligence, call centers, customer relationship management (CRM), IT infrastructure, security, enterprise resource planning, Web 2.0 applications and more.

Why They Subscribe

Now more than ever, business and technology leaders in Asia want to get ideas and learn about best practices on achieving success through effective business strategies and the role technology plays in delivering these strategies. The mission of *Enterprise Innovation* is to champion the use of information technology as a vehicle to innovate business. To this end, editors aim to capture the latest trends in business processes, information technology and industry developments with Asian-based case studies and real world solutions to help Enterprises manage the alignment of IT with business strategy. They provide thought-provoking objective analysis on next generation networks, security, storage, mobility and enterprise business trends.

*Broadcasts must be preapproved and are sent directly by publisher in Asia.
Allow 5 working days for set up and testing.*



Mail List AVAILABLE

**Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results**

Minimum Order
2000 Names

Mail/Email/Phone Lists
Combination Discounts Available
Call for Rates

Selections
Job Title NC
Job Function NC
Business/Industry NC
Business Address NC
Geography NC
Gender NC

How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
 - Quantity of names requested
 - Test names and corresponding email addresses
 - Target date you need the email message sent
 - Sample of the email message
 - Prepayment if requested for a first time renter
- A signed email list rental contract is required with each order before transmission.

Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.

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QUESTEX
MEDIA

www.questex.com

eMail List

Enterprise Innovation

Job Function

CTO, CIO, MIS Chief & Senior IT Chief	12,250
CEO/COO/CMO/GM/President/MD	5,263
CFO/Finance Chief	1,882
Business Development & other Top Management	8,915

Business Function

Banking/Finance/Insurance	2,059
Manufacturing	3,343
Retail/Wholesale/Import & Export	1,027
Government/Public Services/Military	4,054
Transportation (Airline/Rail/Shipping/Logistics)	725
Travel/Hotels/Hospitality	355
Utilities (Gas/Water/Electricity/Oil)	300
Business/Professional Services/Consultant	3,067
Construction/Property/Real Estate	308
Health/Education	753
Media/Entertainment Industries	964
Telecommunications Industries	4,033
IT/Computing/Internet/Networking	7,054
Others	268

Country

Australia	783
China	1,055
Hong Kong	7,151
India	3,330
Indonesia	796
Japan	114
Korea	601
Malaysia	2,860
New Zealand	63
Philippines	1,117
Singapore	7,546
Taiwan	297
Thailand	1,374
Vietnam	322
Others Asia-Pacific	901

Employee Size

1000 or above	29%
500-999	25%
100-499	27%
below 100	19%

Email List Terms and Conditions:

- All transmissions must be sent by Questex Media's service provider.
- In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
- Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
- Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
- The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
- The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
- Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
- Pricing is based on net, error free emails delivered.
- Prepayment is required for first time renters.
- The list owner reserves the right to refuse any mailer or offer message.



Contact Ilene Schwartz at 216-371-1667 • ilene@krolldirect.com • www.questex.com
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