

Mailing List Enterprise Innovation

Subscribers Available for Rental 11,050 \$450 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.

List is shipped from Asia and must be sent to a third party publisher approved mailing house in Asia.



eMail List
AVAILABLE

Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results

Minimum Order
2000 Names

Telemarketing List
Base Rate + \$60/M

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

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

Addressing/Format Options

Email File	\$50/flat
Mag Tape	\$35/flat
Diskette	\$55/flat
Cheshire Labels	NC
Peel & Stick Labels	\$10/M
Galley Printout	\$10/M
Key Codes	\$3/M
Splits	\$25 ea.
Barcoding (labels)	\$6/M \$30 min.

Updating Cycle

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

Guaranteed 98% Mail Deliverability

Terms and Conditions

Rented for one time use only. Sample mailing piece required, subject to approval.

Cancellations

\$15/M running charges plus \$50 cancellation fee. List must be returned within 90 days or full rental charges apply.

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Mailing List

Enterprise Innovation

By Business Activity

Manufacturer-Hardware/Peripherals/Software	1,128
Other Manufacturing	1,101
Telecommunications	1,508
Banking/Finance/Insurance	1,382
Business Services/Consultant/Systems Integrator	1,177
Retail/Wholesale/Import & Export	1,027
Government/Public Services/Military	855
Distributors/VAR	572
Transportation (Airline/Rail/Shipping/Warehousing/Logistics)	522
Health / Education	520
Media/ Entertainment	450
Construction/Property/Real Estate	189
Utilities (Gas/Water/Electricity/Oil/Petroleum)	237
Travel/Hotels/Hospitality	323
Others	59

By Job Title

CIO/CTO/MIS Chief/IT Chief	6,521
CEO/COO/CMO/Top General Management	1,123
CFO/Financial Chief	883
Business Development/Other Top Management	2,523

By Country

Hong Kong	2,505
China	610
Taiwan	256
Australia/NZL	425
Singapore	3,702
Malaysia	1,035
Thailand	625
Indonesia	376
Philippines	458
Vietnam	165
India	867
Others Asia Pacific	26



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