

Informa BUSINESS WOMEN

IBC 03

200,000 Postal Contacts \$225/M
150,000 Email Contacts \$450/M

The Informa Business Women file allows you to target senior, decision making women who have attended Informa conferences - IBC, IIR, Informa or IBI. In a very male dominated arena these women have real buying and decision making power.

Interest selects are available to target based on industry/interest area, including: Energy, Life Sciences, Pharmaceutical, Finance, Maritime, Legal/Regulatory, Manufacturing, Telecom and Media, Marketing and more.

Job levels include:
Senior Mgmt
Middle Mgmt
Consultants
C-Level

-----UNIT OF SALE-----
1999 - 3000 STG/DAY

-----MEDIA-----
100% DIRECT RESPONSE

-----List Updates-----
Direct Updates Every 24 hours

-----ADDRESSING-----
CSV or Text File for postal
\$10/F email delivery to mail house

Emails transmitted by InformaDATA

-----SELECTIONS-----
\$15/M JOB TITLE SELECT
\$15/M BUS/INDUSTRY TYPE
\$15/M GEO SELECT
\$40/M BUYERS ONLY

-----MINIMUM ORDER-----
3,000

-----LIST OWNER/MANAGER-----

-----WEBSITE-----
www.informadata.com

List Manager Contact Details

InformaDATA
ONE RESEARCH DRIVE, STE 400A
WESTBOROUGH, MA 01581

AMY MILLER
amiller@ibcusa.com
PH: 508-439-9515

BETH GERSON
bgerson@ibcusa.com
PH: 508-614-1604