

LIST DATA

IOMA

Corporate Financial Executives

COUNT—120,372

TELEMARKETING—105,637

EMAIL—73,900

IOMA newsletters, conferences and research reports in corporate financial management provide key data for those who set and monitor corporate performance. **IOMA** is one of the leading sources of data on financial analysis, cutting costs, finding financing, increasing liquidity, payroll, accounts receivable, and payables management. **IOMA** offers extensive benchmarking services in most operational areas, and books, conferences, and training resources for accounting staff at all levels. This list is 50% female.

Newsletter subscribers pay—\$409

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Selectable by Area of Interest at \$10/m:

Top Management—58,996

Controllers—48,171

Accounting Department Management—8,085

Accounts Payable—34,691

Payroll—30,912

Credit, Receivables & Collections—9,912

Cost Control—14,847

Excellent prospects for financial software, books, management seminars and conferences, training, business and finance journals and periodicals.

Source: Direct Response

100% business address

Updated quarterly

List includes subscribers, recent expires, and trials

Terms

Base Rate—\$150/m

Area of Interest—\$10/m

Employee Size—\$15/m

SIC/Industry—\$15/m

Phones—\$75/m

Gender—\$10/m

State/SCF—\$10/m

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Key Code—\$3/m

Email—\$50

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FOR MORE INFORMATION

CONTACT:

DEBRA Goldfarb, PRESIDENT, OR **SUZANNE THOMPSON**, LIST MANAGER

INSTITUTE LISTS 1 WASHINGTON PARK, SUITE 1300, NEWARK, NJ 07102-3130

TEL: 973-718-9700 FAX: 973-622-0595

ANGELA FEELEY, LIST MANAGER, TEL: 516-795-7578 FAX: 516-795-7329