



List Data

KENNEDY INFORMATION CONSULTANTS

COUNT—19,611 | PHONE—11,130
EMAIL—16,500

For over 30 years **Kennedy Information** has been the leading information source on the consulting industry. From the challenges of top management to the deployment of new technologies, consultants rely on **Kennedy Information** to provide them with the data, strategies, best practices, insights and perspectives to help them succeed.

KI target audience consists of management consultants, IT consultants, systems integrators and others who assist today's top companies in forging policy. These trusted business partners exercise major influence over purchasing decisions across a wide range of products and industries.

- ◆ Consultants are upscale individuals, most with household incomes over 200K.
- ◆ Consultants are frequent travelers at an average of 34 round trip flights, 70 hotel nights, and 54 car rentals per year.
- ◆ Consultants have purchasing influence for hardware and software products for their clients as well as their own firms.

Magazine subscribers pay \$100.

Excellent prospects for computer software and hardware, portable computers, telecommunication offers, wireless products, business services, management training, books, directories, research, office equipment & supplies, upscale travel and consumer offers, general business publications.

Source: Direct Response
Updated Quarterly

For More Information:

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Terms

Base Rate \$160/m

SELECTIONS:

Title/Function \$25/m
Employee Size \$15/m
Revenue \$15/m
Phones \$75/m
State/SCF/Zip \$10/m
Gender \$10/m
Max per Site \$5/m
Key Code \$3/m
Verticals \$50/m

Email Base Rate—\$400/m
(includes transmission, tracking & list selections)
HTML—\$75

MEDIA OUTPUT

E Mail \$50 Flat
FTP \$75 Flat

Sample mail piece required

20% commission given to recognized brokers

Lists are rented to authorized mailers for one-time use only. Lists may not be copied, sold, reused or telemarketed.

Terms: net 30 days from mail date.

Cancellation Policy:
Payment is due in full if order is cancelled after the mail date.
Cancellation fee is \$50 plus \$10/m run charges and selects, media and shipping costs on orders cancelled before the mail date.