

LIST DATA

IOMA

**Office Management & Administration
Executives**

COUNT—72,486

TELEMARKETING—62,335

EMAIL—49,400

This list includes subscribers to *Law Office Management & Administration Report, Accounting Office Management & Administration Report, Design Firm Management & Administration Report, Contractor's Business Management Report, The Controller's Report, and G-2 Lab Management Reports.*

This list enables you to target the office manager or managing administrator at professional firms. These executives have decision making and purchasing responsibility. They are responsible for the day-to-day operations and management of their firms. This list is 65% male.

Subscribers to these reports pay an average of \$400 per year for a monthly newsletter to keep them informed and up-to-date, and to make them more effective and successful executives.

Excellent prospects for all kinds of products and services. These executives are interested in office furniture and supplies, computer software and hardware, business and trade publications, gifts, financial services, management conferences, and more.

Continuations include Harcourt Brace Publishing, Dartnell Corporation, G Neil Companies, Staples and Dow Jones.

Source: Direct Response
100% business address
Updated quarterly
List includes subscribers, recent expires, and trials

Terms

Base Rate—\$150/m
Employee Size—\$15/m
SIC/Industry—\$15/m
Phones—\$75/m
Gender—\$10/m
State/SCF—\$10/m
Max per Site—\$5/m
Key Code—\$3/m
Email—\$50
Diskette—\$50

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

20% commission given to recognized brokers.

Sample mail piece required.
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FOR MORE INFORMATION

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