



vnu business publications

European list reference guide volume 1

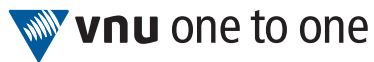
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www.vnuone-to-one.co.uk



Realise the power of information with



vnu one to one



List reference guide Volume 1

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computing

computer
idea

REDES&TELECOM

NETWORKNEWS

PC
MAGAZINE

CRN

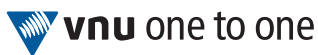
INTERNET
PROFESSIONELL

vnunet
.fr

PCDirekt

testticker
.de Alle Tests aus 3 IT-Magazinen

PC
Professionell



Organise your cross-border direct marketing campaign from a single source.

Reach Over 725,000 qualified business and IT decision makers by post, 230,000 by telephone and over 250,000 using qualified opt-in email addresses

Welcome to the first edition of the VNU One to One European catalogue. Over the following pages you will find details of how VNU can help you access core decision makers with your direct marketing communications, by post, email and telephone across key markets in Europe.

Opt-in email

At VNU we know that a client who says 'yes' is worth more than a client who hasn't said 'no' – this is why all our email products are opt-in. We also understand the importance of compliance with both local and international data protection legislation: with VNU you can use this highly responsive medium with full confidence.

A single source for all your requirements

VNU Business Media Europe is one the largest publishers of IT and business media across the continent. Our market leading products operate across international borders, delivering high quality content to readers and providing clients with an effective channel to influential buyers.

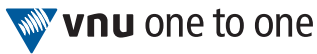
For over ten years, our clients have depended on VNU One to One to provide high quality data for direct marketing campaigns for the UK; now for the first time, we are able to bring together our data products for Germany, France, Spain, and Italy, offering a single point of contact for data sales. Planning and executing your international campaign and managing your costs with VNU have never been simpler.

Maximising your return on investment

Each territory holds market leading media properties with unique strengths offering direct marketers complimentary routes to key prospects. You can be confident when you choose VNU's European files, that you are reaching the professionals who have the purchasing authority to make your campaign a success and maximise your returns across the largest markets in the European Union.

We look forward to working with you soon.

Tom Wright
Commerical Manager



From credit controllers and help desk through to the CFO and IT Director.

VNU's United Kingdom files gives you access to over 500,000 postal names, 150,000 telemarketing names and over 90,000 opt-in email addresses. The records are sourced from our market leading magazines, exhibitions, directories and websites.

The file delivers all levels of financial and IT professionals, from credit controllers and help desk through to the CFO and IT Director, and other senior management figures

Selections include:*

- Job function
- Industry Sector
- Employee size
- PCs installed
- IT budget
- Turnover
- Technology installed

Contact Options	Volumes	Costs
Mail	500,000	£160 per '000
Telephone	150,000	£230 per '000
Opt in Email	90,000	£320 per '000

First two selections free, further selections £5 per '000.

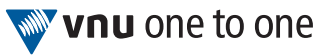
All orders subject to a £30 delivery fee.

*Full list catalogue available.

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“ Double opt-in email which delivers results ”

VNU's German database consists of opt-in email generated by www.vnunet.de which is the portal for our leading IT brands PC Professional, Internet Professional, and PC Direkt.

The files consist of IT Decision makers who have asked to receive marketing information on specific product areas, with registrations validated with a confirmation email. These 'double opt-in' files generate targeted audiences, interested in your offers and consistently generate excellent response rates.

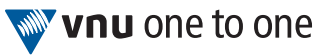
VNU's German email data is subject to strict contact rules. The limitations on use mean that clients are advised to check availability in advance of booking.

List Description	Volumes	Rate
Security	6,921	£2,543
IT Professional	7,056	£2,590
Enterprise IT	1,686	£645
Internet Mobile	8,280	£3,018
Software	7,856	£3,305
Hardware	9,100	£3,465
Vid/graph & Peripherals	5,831	£2,161
Home Entertainment	4,667	£1,753

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“ All email addresses are opt-in. ”

VNU offer an opt-in email file for France, drawn from registrations to our market leading magazines and internet portals, including SVM Magazine, SVM Mac, VNU Net France and the leading newsletter for IT Professionals, 'Entreprises'. All email addresses are 'opt-in', with readers choosing to accept mailings from third parties.

VNU's French Email data is subject to strict contact rules. The limitations on use mean that clients are advised to check availability in advance of booking.

Selections	Volumes	Rate
VNU Net	4,297	£2,320
SVM Magazine	8,691	£4,693
SVM MAC	5,113	£2,761
Entreprises	4,079	£2,202
Total	22,180	£11,146

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IT Support through to IT Managers and senior general management.

VNU's Italian database is drawn from our market leading brands Network News, Computer Resellers News, PC Magazine, and Computer Idea.

The files deliver mailing, and opt-in email data, and come with a range of selections allowing you to eliminate waste and maximise your return on investment.

Select by job function from IT Support, through to IT Managers and senior general management, in end user companies and the IT Channel.

Selections include*:

- Job function
- Industry sector
- Employee size
- Region

End User Decision Maker

Contact Options	Volumes	Costs
Mail	103,626	£230 per '000
Opt-in email	55,668	£450 per '000

Channel Decision Maker

Contact Options	Volumes	Costs
Mail	12,672	£260 per '000
Opt-in email	5,274	£490 per '000

First two selections free, further selections £5 per '000.

All orders subject to a £120 delivery fee.

*Full list available on application.

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Eliminates waste and maximise your return on investment.

VNU's Spanish database is drawn from our market leading brands Channel Partner, Computing Espana, and Redes & Telecom.

The file delivers mailing, telemarketing and opt-in email data, which come with a range of selections, allowing you to eliminate waste and maximise your return on investment.

Select by job function from IT Support, through to IT Managers and senior general management, in end user companies and the IT Channel.

Selections include:

- Job function
- Industry sector
- Employee size
- Region

End User Decision Maker

Contact Options	Volumes	Costs
Mail	87,000	£220 per '000
Telemarketing	80,000	£165 per '000
Opt-in email	52,000	£320 per '000

Channel Decision Maker

Contact Options	Volumes	Costs
Mail	22,000	£290 per '000
Telemarketing	20,000	£210 per '000
Opt-in email	10,000	£400 per '000

First two selections free, further selections £5 per '000. All orders subject to a £120 delivery fee.

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