

Market Update 2011

BUSINESS



Recent declines in business spending have reversed course. In fact, overall sales to businesses through U.S. distributors, commercial technology resellers, and office products dealers have risen to pre-recession levels.

Chief Information Officers report that corporate budgets for information technology are back to new heights. Chief Marketing Officers are increasing their social media spend. Employment figures may be lagging behind, but small and large businesses alike are investing company-wide to stay competitive and keep revenue up.

Offering decision makers across the business spectrum, ALC is helping hundreds of B-to-B marketers connect with customers seeking IT products, seminars, supplies, business magazines, security services, office furnishings and more. From response lists to targeted, multi-sourced business databases, we can help drive sales for all business products and services.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



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www.ALCdata.com

Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Accutrend Data Corporation • New Business Source	2,285,000	\$85/M	National Pen Corp., Pitney Bowes Company, Uline, Inc.	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Pre-Opening New Business (30 day Pre-Opening pricing)	146,000	\$85/M +\$35/M	American Solutions for Business, Pitney Bowes Company, Uline, Inc.	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Public Health Association	16,000	\$165/M	Crestline Company, National Association of Professional Women, People to People	Susan Packard – 609-580-2785 susan.packard@alc.com
Artistic Direct Business Buyers	354,000	\$95/M	National Pen Corporation, Skillpath Seminars, Uline, Inc.	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
BtoB	41,000	\$150/M	DPA/Datawarehouse, Information Today, Skillpath Seminars	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Chief Executive Masterfile	41,000	\$190/M	American City Business Journal, Dow Jones & Company, Financial Times	Susan Packard – 609-580-2785 susan.packard@alc.com
Corporate Gift Buyers – ALC B2B	183,000	\$76/M	Hamilton Jewelers, Harry & David, Mrs. Fields	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Council for Exceptional Children	49,000	\$115/M	LRP Publications, Sage Publishing, Inc., Thompson Publishing Group	Susan Packard – 609-580-2785 susan.packard@alc.com
CRM Custom Relationship Management	273,000	\$225/M	Baudville, Microsoft Corp., Vocus, Inc.	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Dow Jones • SmartMoney	869,000	\$140/M	The Economist, Forbes, Kiplinger Washington Editors	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• The Wall Street Journal	1,279,000	\$170/M	The Economist, Harry & David, Value Line	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist	569,000	\$145/M	Harry & David, Harvard Business Review, The Wall Street Journal	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Entrepreneur Magazine	817,000	\$120/M	Evolution Group, Online Strategies, Uline, Inc.	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Executive Masterfile	12,766,000	\$80/M	Forbes, Pitney Bowes Company, Uline, Inc.	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Fairytale Brownies Business Buyers	11,000	\$95/M +\$5/M	Harry & David, Mrs. Fields, Prudent Publishing	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Forbes • Forbes Magazine	968,000	\$140/M	American City Business Journal, Harvard Business Review, The Wall Street Journal	Susan Packard – 609-580-2785 susan.packard@alc.com
• Forbes Business Masterfile	456,000	\$155/M	Adweek, Conference Board, Kiplinger Washington Editors	Susan Packard – 609-580-2785 susan.packard@alc.com
Fortune 1000/Top 2000 Database – ALC B2B	128,000	\$80/M	Crestline Company, Inc., Educational Performance Tours, MSC Industrial Supplies	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Harry & David Business Buyers	239,000	\$105/M	Baudville, The Wall Street Journal, Uline, Inc.	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Information Today Masterfile	409,000	\$225/M	DPA/Datawarehouse, Progressive Business Publications, Vocus, Inc.	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Kiplinger Washington Editors • Kiplinger Professionals at Business Address Masterfile	114,000	\$160/M	Amsterdam Printing & Lithograph, Florida Trend, Fortune Magazine	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

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KM World	115,000	\$225/M	ASPE Technology, Meritbase, Society of Professional Educators	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Magna Publications College Administrators on Campus	59,000	\$150/M	Crestline Company, Inc., Custom Ink, Jossey-Bass, Inc.	Susan Packard – 609-580-2785 susan.packard@alc.com
MarketForce New Business	3,100,000	\$85/M	Kiplinger Washington Editors, Pitney Bowes Company, Uline, Inc.	Susan Packard – 609-580-2785 susan.packard@alc.com
Master Business File – ALC B2B	20,417,000	\$80/M	New Life Industries, Omnia Marketing & Design Co., The Wall Street Journal	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Meeting Planners Database – ALC B2B	314,000	\$90/M	DPA/Datawarehouse, National Seminar Company, New England Business Media	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Northern Tool & Equipment Business Buyers	519,000	\$115/M	Consolidated Plastics, National Pen Corporation, Uline, Inc.	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Progressive Business Publications Masterfile	343,000	\$145/M	Aspen Publishers, New York University, Thompson Publishing	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Small Business Selector – ALC B2B	12,092,000	\$72/M	Amsterdam Printing & Lithograph, PHD-Hiscox, Vista Print	Maryann Posten – 609-580-2978 maryann.posten@alc.com
The Wilson Quarterly	29,000	\$110/M	Cambridge Who's Who, Dow Jones & Company, The Economist	Susan Packard – 609-580-2785 susan.packard@alc.com
Wolferman's Business Buyers	33,000	\$100/M +\$21/M	Herrington, Honey Baked Ham, Prudent Publishing	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Let us provide your next **Business** mailers with these proven lists.



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