

Market Update 2010

BUSINESS



The businessmen and women identified on this Market Update are helping spur the American economic recovery. They are making purchases to meet increasing operational and customer demand and budgeting more for supplies, services, and technology upgrades. These ALC business lists are your ticket to reaching B2B buyers with proven mail order responsiveness.

In the fourth quarter of 2009, the economy expanded at a 5.6% pace. As of May 2010, it had grown for three straight quarters – a sign that American business needs are expanding. Economists expect corporate spending to increase at a rate of 7.2% as the IT sector recovers and as business investments continue to grow faster than the rest of the economy. It's clear that now is the time to engage these vital B2B buyers.

ALC's business lists offer access to the key decision makers across the company spectrum. From new start-ups to small businesses to Fortune 500 corporations, all have a recent history of direct mail purchasing. Many marketers are supplying their demand with IT products, business magazines, security services, office furnishings and more. We recommend that you target these procurement agents too.

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			American Van Equipment, Northern Tool & Equipment, Store Supply Warehouse	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Accutrend Data Corporation	145,000	\$85/M		
New Business 30 Day Pre-Opening - New File		+\$35/M		
Accutrend New Business Source	2,600,000	\$85/M		
APHA Members	6,000	\$165/M	Cambridge University Press, National Association of Professional Women, Positive Promotions	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Business Address		+\$10/M		
Artistic Direct Business Buyers	31,000	\$90/M	Amsterdam Printing & Lithograph, Skillpath Seminars, Uline	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Banking & Finance Database	68,000	\$76/M	Harry & David Business, Security Cameras Direct, The Wall Street Journal	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Board of Directors	101,000	\$72/M	San Diego North Convention, Target America, The Wall Street Journal	Maryann Posten – 609-580-2978 maryann.posten@alc.com
BtoB	39,000	\$150/M	Information Today, National Seminar Company, Skillpath Seminars	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Chief Executive Masterfile	40,000	\$190/M	American City Business Journal, Conference Board, DRG Business Journal	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Corporate Counsel	25,000	\$72/M	Aspen Law & Business, Jossey-Bass Inc., Symantec Corp.	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Council for Exceptional Children Business Address	9,000	\$115/M	Flaghouse, Inc., Pesl, LLC, Sage Publications, Inc.	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
CRM Customer Relationship Management	208,000	\$225/M	Baudville, Conference Board, Dale Carnegie Training	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist	515,000	\$145/M	Business Journal Consortium, Dow Theory Forecasts, Kiplinger Washington Editors	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Entrepreneur			Breakthrough Enterprises, Cambridge Who's Who, The Economist, Forbes Magazine, Fortune Magazine, FreeBiz Magazine, MIT Technology Review, Sap Business Objects, University of Michigan Ross School of Business	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Entrepreneur Magazine	1,044,000	\$120/M		
Entrepreneur Media Business Enhanced Masterfile	149,000	\$120/M		
Entrepreneur Media Email	845,000	\$200/M		
Executive Masterfile	7,600,000	\$76/M	The Business Center, Business News Publishing, Pitney Bowes	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Fairytale Brownies Business Buyers	22,000	\$95/M	Amsterdam Printing and Lithograph, Baudville, National Business Furniture	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Forbes			American City Business Journal, Cambridge Who's Who, Harvard Business Review, Inc. Magazine, Trend Magazines, Inc.	Susan Packard – 609-580-2785 susan.packard@alc.com
Forbes Magazine	94,000	\$140/M		
Forbes Business Masterfile	713,000	+\$16/M		
Forbes Magazine Subscribers	437,000	\$155/M		
Email Addresses		\$250/M		
Forbes.com Registrants	253,000	\$250/M		
Email Addresses				
Foreign Affairs	68,000	\$135/M	The Economist, Folio Society Ltd., Harvard Business Review	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Fortune 1000/Top 2000 Database - ALC	108,000	\$80/M	Bureau of National Affairs, Conference Board, Line 56	Maryann Posten – 609-580-2978 maryann.posten@alc.com

Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Harry & David Business Buyers	180,000	\$105/M	Pitney Bowes, Uline, The Wall Street Journal	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Industrial Products	66,000	\$85/M	Consolidated Plastics, Lab Safety Supply Company, Uline	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Information Today Masterfile	405,000	\$225/M	DMI Datawarehouse, Jupiter Events, Yahoo	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
JC Whitney Business Buyers	53,000	\$115/M	Amsterdam Printing & Lithograph, National Pen Corporation, Northern Tool & Equipment Co.	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Kiplinger			American City Business Journal,	Lisa Donzella – 914-524-5263
Kiplinger Female Executives	176,000	\$140/M +\$8/M	American Institute for Economic Research, Aspen Publishers, Boardroom, CCH Inc.,	lisa.donzella@alc.com
Kiplinger Letter	132,000	\$150/M	Dow Jones, The Economist, Forbes,	
Kiplinger Personal Finance	684,000	\$140/M	National Institute of Business Management,	
Kiplinger Professionals at Business Address Masterfile	109,000	\$160/M	Skillpath Seminars, Vector Vest Inc.	
Kiplinger Retirement Letter	80,000	\$140/M		
Kiplinger Tax Letter	88,000	\$150/M		
KM World	112,000	\$225/M	ASPE Technology, Gantner Group, Text Analytics News	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Lawyers	637,000	\$72/M	American Law Institute, Aspen Publishers, Conference Board	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Line 56 Magazine	91,000	\$200/M	DMI Datawarehouse, Information Week, Verisign	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Magna Publications			Baudville, Chronicle of Higher Education, Crestline Company, Inc., John Wiley & Sons, Inc., Jossey-Bass, Inc.	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Academic Leader Newsletter	4,500	\$150/M		
Campus Legal Briefing	650	\$400/F		
College Administrators on Campus	59,000	\$150/M		
Distance Education Report	3,000	\$450/F		
Conference Attendees	3,500	\$235/M		
Newsletters for College Speakers	9,000	\$150/M		
Online Classroom	4,000	\$150/M		
Recruitment and Retention	4,500	\$150/M		
Student Affairs Leader	5,000	\$150/M		
The Teaching Professor	5,000	\$150/M		
MarketForce			Nation's Restaurant News, Pitney Bowes, Stores Online, Uline	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
MarketForce New Business	3,100,000	\$85/M		
MarketForce Corporation - Ethnic Enhanced	240,000	\$85/M		
MarketForce Corporation - New Business Hispanic	170,000	\$85/M +\$20/M		
MarketForce Corporation - Pre Opening New Businesses	57,000	\$111/M		
Meeting Planners	259,000	\$76/M	Dunn Enterprises, Meeting News, Successful Events	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Northern Tool & Equipment Business Buyers	528,000	\$115/M	Consolidated Plastics, National Pen Corporation, Uline	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com

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List	Count	Rate	Sample Continuations	Contact
Progressive Business Publications Masterfile	446,000	\$145/M	Aspen Publishers, Business & Legal Reports, The Wall Street Journal	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
SmartMoney	684,000	\$140/M	Dow Jones, The Economist, Kiplinger Washington Editors	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
SOHO	11,200,000	\$72/M	Blue Cross/Blue Shield, Cambridge Who's Who, Regency Group	Maryann Posten – 609-580-2978 maryann.posten@alc.com
The Wall Street Journal			American Bankers Association,	Michael Auriemma – 914-524-5238
The Wall Street Journal	1,229,000	\$170/M	American City Business Journal,	michael.auriemma@alc.com
The Wall Street Journal Business Enhanced	246,000	\$170/M +\$16/M	The Economist, Forbes, Progressive Business PublicationsValue Line	
U.S.News & World Report at Business Address	129,000	\$105/M +\$16/M	The Economist, Forbes, Kiplinger Washington Editors	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Wealth Window Business Owners at Home Address	460,000	\$92/M	Blackbaud, Jet Aviation, The Wall Street Journal	Emily Briody – 609-580-2971 emily.briody@alc.com
Wolferman's Business Buyers	7,000	\$100/M +\$21/M	Amsterdam Printing & Lithograph, Hershey Direct, Prudent Publishing	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com

Additional Response Files Available with Business Address:

List	Count	Rate	Contact
American Nurses Association	24,000	\$110M + \$10/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
American Scientist - Sigma Xi Members	59,000	\$130/M + \$10/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Christian Science Monitor Subscribers at Business Address	7,000	\$105/M + \$8/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
MENC The National Association for Music Education	15,000	\$105/M + \$15/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
PrecisionAlert Investment Subscribers at Business Address	46,000	\$130/M + \$12/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com

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



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