

## Australian Business Whos Who

Over 32,000 Companies and 75,000 Contacts in Australian Companies that qualify to be included in the Riddell's Business Who's Who Directory. To be eligible to gain a listing in the directory the company must qualify by either employing more than 10 employees or earning in excess of \$4 Million.

In addition to being able to select by a comprehensive list of job functions and industry groups or SIC codes, Australian Business Who's Who is one of the only databases offering information about the company itself. This includes the number of years in business and whether the company is a branch or a subsidiary, and the parent company involved. The list user can target in on the sector of the market that really matters.

This database is weighted to the more senior personnel with 32% of the contacts being Directors and 19% CEOs. 55% of the Companies have less than 20 employees. The data is available for rental or purchase in formats for mailing, telemarketing and faxing.

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**::Quantity** 106,259 (39,393 companies)

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**::Selections** State  
Postcode  
Annual Company Turnover  
No. of Employees  
Length of time in Business  
Gender  
Industry  
Job Functions

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**::Pricing**

**Rental** Mailing: \$265.00 per 1000 records  
Telemarketing data: \$370.00 per 1000 records  
Mailing and Telemarketing data: \$540.00 per 1000 records  
Fax Broadcast data: \$370.00 per 1000 records  
Purchase Data: \$1.25 per record

**Set Up Fee** \$250.00

**Delivery Fee**

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**::Minimum Order** 3000 records

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**::Deliverability** 95%

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**::Lead Time** 5 days processing

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**::Notes**

Job Functions:  
A1 Chief Accountant  
B1 Purchasing/Supply Managers  
C1 Financial Controller  
D1 Distribution Managers  
E1 EDP/IT/MIS Managers  
F1 Company Secretary  
G1 Fleet Manager  
H1 Human Resources Managers  
I1 Training Managers  
J1 Call Centre Managers  
K1 Marketing Managers  
L1 Lawyers/Solicitors  
M1 Chief Executives  
M2 Management Level 2  
N1 Admin/Office Managers  
O1 Partner Board/Committee Members  
P1 Production/Works/Technical Managers  
Q1 Occupational Health Officers  
R1 Mining Personnel  
S1 Sales Director or Manager  
T1 Branch Manager  
V1 Quality Manager  
X1 Export Manager  
Y1 Secretary to CEO

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**::Terms & Conditions**

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

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