

## Global Executive Co-Operative Database

The Global Executive Co-Operative Database was formed to offer mailers a sizeable, multinational database of top executives who are active subscribers to leading English language publications; Briefings Publishing, Foreign Affairs, Harvard Business School Publishing Newsletters, international Herald Tribune, Soundview Executives Summaries, Technology Review, Wired Magazine.

This unduplicated masterfile contains senior business executives and international business leaders from around the globe and is sourced from some of the most well respect companies of business management and executive information.

Approximately 60% of the file is male and 13% is female.

This file is highly recommended for publishers, financial offers, conferences, seminars, executive education, travel offers and upmarket merchandise.

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**::Quantity** 4650 (AUS) 763 (NZ)

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**::Selections** Country  
Readership

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**::Pricing**

**Rental** Mailing: \$US 325.00 per 1000 records  
**Set Up Fee** \$US 200.00  
**Delivery Fee**

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**::Minimum Order** 5000 records

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**::Deliverability** 95%

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**::Lead Time** 5 days processing

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**::Notes**

Readership: Active = 3526 records, Lapsed = 1936 records

Extra Selection Costs;

Key Coding: \$2.00 per 1000 records

Readership: Active = \$325.00 per 1000 records, Inactive = \$285.00 per 1000 records, Active/Expired combined = \$300.00 per records

Email Fee: \$35.00

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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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