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Call us weekdays 8<sup>00</sup> - 16<sup>00</sup>

+61 2 8064 7276

## Media Database

Key decision-makers in the Advertising, Marketing and Media industry. This list consists of the following readership databases: B&T Weekly, B&T Yearbook, Australian Professional Marketing and advertising agencies across all Reed magazine titles.

### B&T Weekly;

Australia's only weekly magazine covering the advertising, marketing and media industry. It covers the latest account moves, people moves, marketing initiatives and media trends. It features hard-nosed analysis of this rapidly changing field, coloured with expert opinion from the industrys top players. B&T is read by key decision makers in marketing and advertising firms, advertising agencies, marketing consultants, media companies and top people in services to advertising, government, TV commercial prodcution and industry associastions.

### B&T Yearbook;

This is a publication which provides comprehensive contact information for all major media, advertising and marketing suppliers as well as related industries. It is read by executives of national, regional and local advertising and retailing companies, advertising agency executives and companies servicing the advertising, marketing and media industries.

### Australian Professional Marketing;

Australian Professional Marketing is a monthly publication which provides readers with the latest news and developments in the marketing industry. Its coverage includes regular analysis of marketing strategies, latest international trends, the top brands and the people who drive them. The subscribers consist of managing directors, marketing managers, advertising account service, management creative and media and product and brand managers.

In total there are 23,725 records of which 9,694 records are personalised. State by state breakdowns below reflect personalised record count.

LIST DETAILS	
Quantity	6,634
Selections	State Postcode Gender Personalised/Non Personalised Job Function Industry
PRICING	
Minimum Order	2,000
Deliverability	95%

**The List Group** - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276  
<https://www.thelistgroup.com.au>



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Lead Time	5 days processing
Notes	<p>Job Functions; Account Service, CEO/Owner/Partner, Chairperson, Consultant, Creative, Designers, Managing Director, Marketing Director, Media Director, Manager, Account Manager, Advertising Manager, Brand Manager, Marketing Manager, Media Manager, Product Manager, Production Manager, Sales/Marketing Manager, Marketing/Advertising, Media Planner</p> <p>Industry; Media, Manufacturing, Building &amp; Construction, Finance, IT/Telecommunications, Marketing/Advertising, government, Retailers, Education, Film &amp; Video Production, Broadcasters, Business Services, Industrial Machinery</p> <p>A sample of mailing must be provided. All processing must be conducted by a bureau. Rental of data is for one time use.</p>
Terms & Conditions	<p>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.</p> <p>We require a signed copy of our list rental agreement and order form prior to any order being processed.</p> <p>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.</p>

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