

The Brady Corporation Master file
UK B2B Mail Order Buyers 400,000
Swap/Reciprocal file only



Description/Profile

This comprehensive and selectable marketing database is now available for direct marketers wishing to reach a large volume of responsive mail order buyers with purchasing authority for Industrial and Office supplies.

The Brady Corporation Master file is comprised of buyers from various different brands to form this huge database of people responsible for general purchasing of industrial goods, health & safety products and office equipment.

This truly unique, fully de-duplicated database offers renters the opportunity to reach responsive mail order buyers with the added ability to comprehensively select by SIC & Size.

Products purchased include industrial supplies, health and safety products, office supplies and general workplace equipment. All customers have been recruited through direct mail, as well as via the web.

The ability to select by SIC and Size not only allows companies to accurately target prospective new customers at a site level, but with the added bonus of reaching the person within the organisation with known buying authority AND that they are mail order responsive, thus giving a much greater propensity to purchase other related products and services.

Recommended Users

This list is suitable for a wide range of offers including:

Relevant publishers • office supplies • stationery • IT services and equipment • training and seminars • green/energy offers • HR and staff incentives and corporate gifts • and any offer where reaching the company buyer is crucial to the success of the campaign.

Single Use Rates

Type	Costs
Postal	£125/000
Postal & Tele	£200/000

Mailing volume discount rates available – please enquire

12 Month Lease – Enquire for costs

Selections

Type	Costs
Geography	Free
SIC Code	Free
Employee size	Free
Recency	Free
Key Coding	£5/000
Flagging	£5/000

Delivery £30 flat

Terms and Conditions

Min Order: 10,000 records

DMA Recognised Lists Brokers 20% commission

DM Agencies 10% commission

E-mails released: N/A

Delivery is 2/3 working days after approval.

Cancellation: No refunds after order confirmation

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