

<b>Postal Addresses</b>	<b>2.9m</b>
<b>Phone Numbers</b>	<b>2.6m</b>
<b>Email Addresses</b>	<b>1.1m</b>
<b>Contacts</b>	<b>4.1m</b>

## Description/Profile

The Axis Business Base is a tele-verified database and one of the most comprehensive and selectable UK business lists available offering access to 4.1m contacts across a wide range of job functions and responsibility levels.

It is suitable for multi-channel marketing campaigns having postal, telephone and emails available.

92% are personal/named email addresses

We offer a full broadcasting and HTML creation, tracking and reporting service or alternatively we can release the emails for client or bureau broadcasting.

The data is fully compliant with the Direct Marketing Association's DM Code of Practice and the Data Protection Act 1998.

## Selections available

A full range of selections are available (see continuation page)

## Special Offer

2 for 1 on all records for orders placed in April  
Other discounts are not included

## RATES

### Single Use Rates

<b>Postal</b>	<b>£125/000</b>
<b>Telephone</b>	<b>£155/000</b>
<b>Email</b>	<b>£175/000</b>
<b>Postal, Tel, Email</b>	<b>£275/000</b>

### 12 month Lease Rates

<b>Postal</b>	<b>£185/000</b>
<b>Postal &amp; Telephone</b>	<b>£220/000</b>
<b>Email</b>	<b>£260/000</b>
<b>Postal, Tel &amp; Email</b>	<b>£285/000</b>

### Selections

#### Included

### Delivery and Set Up Fees

<b>List Delivery</b>	<b>£35 flat</b>
<b>Email Broadcast</b>	<b>£50/000</b>
<b>Email set up and test</b>	<b>£250 per HTML</b>

### Terms & Conditions

**Minimum order: 5,000 records**  
**E-mails released: Yes**  
**Delivery is 2/3 working days after approval.**

**For counts, or more information contact**

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**Or call us on +44 (0) 1234 831000**

## Selections

Available Job Functions	Searchable Criteria
Academics	Standard Industry Classifications (SIC) 1992 Codes
Office Management	Standard Industry Classifications (SIC) 2007 Codes
Finance	Directory classification codes available
HR	Employees at Site Band
Project Management	Specific Contact
IT	Employees at Company Band
Purchasing	Turnover Band
Marketing	Postcode Area
Senior Decision Maker	Postcode District
Clergy	Town / County / Region
Operations	Postcode Sector
Fleet	
Production Manager	
Health And Safety Management	
Management	
Property/Facilities	
Medical/Scientific	
Telecoms	
Sales	
Other Role	

### Email Type

Personal – named emails only

Generic – includes info@, enquiries@

### Employee Bands

1 to 5, 6 to 10, 11 to 19, 20 to 49, 50 to 99, 100 to 199,  
200 to 499, 500 to 999, 1000 to 1999, 2000 plus, Unclassified

### Turnover Bands

1 to <90k, 90k to <400k, 400k to <1m, 1m to <2.5m,  
2.5m to <5m, 5m to <10m, 10m to <40m, 40m plus, Unclassified

Intermedia Global Ltd, VAT Reg. No. 817 4168 23 Company registration No. 4821034

Intermedia Global Ltd, 9 Abbey Court, Fraser Road, Priory Business Park, Bedford, MK44 3WH

Tel: +44 (0)1234 831000 Fax: +44 (0)1234 838294

Web: [www.intermedia-global.com](http://www.intermedia-global.com)

## Breakdowns

Job Function	Phone Only			
	Branch	Head Office	Single Site	Total
Unclassified	38,435	23,270	54,808	116,513
Academics	606	279	30,296	31,181
Clergy	89	5	5,442	5,536
Finance	5,434	3,820	15,751	25,005
Fleet	116	119	233	468
HR	3,113	2,895	6,475	12,483
Health and Safety Management	489	305	1230	1,489
IT	3,649	3,007	9,583	16,239
Management	88,972	8,470	166,867	264,309
Marketing	4,785	2,507	10,655	17,947
Medical / Scientific	114	70	1,389	1,573
Office Management	643	231	1,260	2,134
Operations	2,388	1,418	7,560	11,366
Other Role	155,816	72,537	958,502	1,186,855
Production Manager	3	0	0	3
Project Management	320	272	691	1,283
Property/Facilities	755	475	2,675	3,905
Purchasing	2,228	1,597	6,592	10,417
Sales	3,882	2,757	11,837	18,476
Senior Decision Maker	71,482	33,542	756,375	861,399
Telecomms	83	100	159	342
Unknown	13,412	7,219	41,149	61,780
<b>Total</b>	<b>396,814</b>	<b>164,895</b>	<b>2,089,529</b>	<b>2,651,238</b>

Contacts With a Telephone Number by Employee Size	Count
1 to 5	1,284,406
6 to 10	331,174
11 to 19	190,467
20 to 49	268,015
50 to 99	149,086
100 to 199	113,402
200 to 499	85,178
500 to 999	39,466
1000 to 1999	28,326
2000+	97,849
Unclassified	63,873
<b>Total</b>	<b>2,651,242</b>

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Job Function	Email Only				
	Branch	Head Office	Single Site	Undetermined	Total
Unclassified	38,134	20,801	74,115	20,058	153,108
Academics	667	218	12,901	52	13,838
Clergy	28	1	1,126	0	1,155
Finance	6,321	3,350	17,769	1,990	29,430
Fleet	131	118	300	51	600
HR	3,852	2,839	7,963	1,181	15,835
Health and Safety Management	557	305	1,399	97	2,358
IT	4,415	2,922	11,575	1,641	20,553
Management	18,160	4,621	38,342	2,144	63,267
Marketing	3,634	2,241	9,246	924	16,045
Medical / Scientific	119	67	1,366	10	1,562
Office Management	735	231	1,544	155	2,665
Operations	1,702	984	5,658	590	8,934
Other Role	74,755	35,520	282,287	29,262	421,824
Production Manager	4	0	1	0	5
Project Management	419	272	975	315	1,981
Property/Facilities	834	445	2,813	136	4,228
Purchasing	2,517	1,589	7,637	523	12,266
Sales	3,436	2,154	10,288	1,184	17,062
Senior Decision Maker	44,973	19,758	197,789	15,273	277,793
Telecomms	114	100	228	47	489
Unknown	15,715	7,220	50,050	5,332	78,317
<b>Total</b>	<b>221,222</b>	<b>105,756</b>	<b>735,372</b>	<b>80,965</b>	<b>1,143,315</b>

Contacts With an Email Address by Employee Size	Count
1 to 5	191,714
6 to 10	118,626
11 to 19	98,061
20 to 49	180,119
50 to 99	145,030
100 to 199	126,615
200 to 499	98,635
500 to 999	39,387
1000 to 1999	22,363
2000+	50,762
Unclassified	72,005
<b>Total</b>	<b>1,143,317</b>

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Job Function	Phone and Email			
	Branch	Head Office	Single Site	Total
Unclassified	31,096	20,799	51,497	103,392
Academics	463	218	12,227	12,908
Clergy	23	1	1,113	1,137
Finance	4,929	3,350	13,754	22,033
Fleet	115	118	224	457
HR	3,031	2,839	6,382	12,252
Health and Safety Management	489	305	1230	2,024
IT	3,480	2,922	8,907	15,309
Management	17,404	4,619	34,814	56,837
Marketing	2,933	2,241	7,427	12,601
Medical / Scientific	108	67	1,176	1,351
Office Management	643	231	1,260	2,134
Operations	1,439	984	4,395	6,818
Other Role	48,606	35,520	182,469	266,595
Production Manager	3	0	0	3
Project Management	320	272	691	1,283
Property/Facilities	718	445	2,491	3,654
Purchasing	2,214	1,589	6,557	10,360
Sales	2,865	2,154	7,905	12,924
Senior Decision Maker	36,629	19,757	160,080	216,466
Telecomms	82	100	159	341
Unknown	13,412	7,219	41,149	61,780
<b>Total</b>	<b>171,002</b>	<b>105,750</b>	<b>545,907</b>	<b>822,659</b>

Contacts With a Postal Address by Employee Size	Count
1 to 5	532,739
6 to 10	293,752
11 to 19	203,980
20 to 49	428,261
50 to 99	508,579
100 to 199	360,599
200 to 499	183,122
500 to 999	57,592
1000 to 1999	31,719
2000+	105,311
Unclassified	219,119
<b>Total</b>	<b>2,924,773</b>

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	Company Details and Tel Number	With Email Address
Local Government Officers	29,520	25,780
Local Government Councillors	21,173	20,504
Parish Councils	13,774	10,789
Central Government and QUANGOS	8,746	4,460
MP's	1,859	1,471
Schools	33,181	33
Further and Higher Education	14,323	11,415
NHS Management	18,294	13,046
GP Surgeries	32,409	8,263
Housing Associations	9,042	3,299
Care Homes	20,583	17,493
Legal (Solicitors)	32,000	
Dental	22,000	
Accounting	8,500	
Architects	9,000	

Market Sector	Count
Agriculture, Hunting and Forestry	10667
Fishing	286
Mining & Quarrying	2411
Manufacturing	158846
Electricity, Gas and Water Supply	2766
Construction	57944
Wholesale and Retail Trade, Repair of Motor Vehicles, Motorcycles and Personal and Household Goods	130,359
Hotels and Restaurants	33513
Transport, Storage & Communication	40,841
Financial Intermediation	26525
Real Estate, Renting & Business	242040
Public Administration & Defence, Compulsory Social Security	17,471
Education	59,037
Health and Social Work	48,628
Other Community, Social & Personal Service Activities	88,523
Private Households with Employed Persons	1422
Extra-Territorial Organisations and Bodies	225
Unclassified	86
<b>Total</b>	<b>921,590</b>

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