



*Market Intelligence Europe
The European B2B Database*

Europe



*masters of
direct marketing*



Market Intelligence (MI) Europe is the premier European marketing database, setting new standards for international data quality and a must have for any B2B or IT marketing professional.

The result of 10+ years of extensive research into the corporate environment across Europe, its' unrivalled contact profiling offers access to the key decision makers within the leading companies.



The European B2B database



Profiles

Many detailed demographics are available, but here are the headline stats...

B2B profiles

Database overview	Volume
Total decision makers	313,344
Number of company sites	73,223
Number of personalised emails	227,204

Sites by country	Volume
UK	24,314
Ireland	1,570
Austria	776
Belgium	2,038
Denmark	2,792
Finland	1,530
France	6,473
Germany	11,876
Italy	6,318
Luxembourg	288
Netherlands	5,035
Norway	981
Spain	3,587
Sweden	3,724
Switzerland	931

Decision maker job functions	Volume
Chairman, CEO, MD	33,053
CFO, Finance director	25,867
Marketing	29,378
Sales	13,982
Purchasing, procurement	7,311
IT & telecoms	108,251
Manufacturing / R&D / technical	3,338
Legal	3,082
Logistics / transport / supply chain	8,969
HR, personnel	16,288
Customer services	4,250
Other functions / job titles / unknown	59,575

Sites by number of employees	Volume
1 to 99	6,970
100 to 249	6,584
250 to 499	12,821
500 to 999	11,255
1000+	17,977

Sites by number of locations	Volume
1 to 24	21,036
25 to 49	2,387
50 +	5,726

Sites by turnover £	Volume
£0 to £9m	12,823
£10m to £24m	3,695
£25m to £49m	2,371
£50m to £99m	1,908
£100m+	3,249

Sites by turnover €	Volume
0€ to 9€m	21,434
10€m to 24€m	8,446
25€m to 49€m	6,174
50€m to 99€m	7,505
100€m+	7,414

Decision makers by business activity	Volume
Agriculture	827
Business services	28,684
Charity & membership organisations	2,751
Construction	5,045
Consumer	1,591
Distribution & wholesale	21,621
Education	3,670
Finance, banking & insurance	50,640
Government	21,966
Healthcare & emergency	10,009
IT & telecommunications	28,800
Leisure	5,614
Manufacturing	65,064
Media	8,156
Oil & gas	2,160
Other	215
Pharmaceutical & biotech	614
Property	2,908
Retail	27,380
Transport	10,947
Travel & tourism	1,249
Utilities	5,942

Key facts

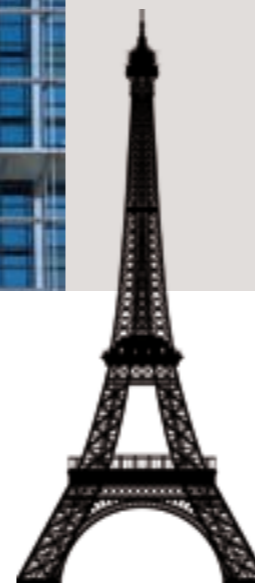
- 300,000+ decision makers with over 35 job functions
- 220,000+ personalised opt-in email addresses
- 72,500+ enterprise and corporate companies
- 15 countries across Europe
- Average recency of just 93 days

Methodology

- In-depth telephone interviews on a 6 month calling cycle
- The use of native language speakers for each country
- Amends made in real-time on a daily basis
- Email surveys
- Postal surveys
- Web sites
- Annual reports
- Financial / business / trade press

Data quality guaranteed

We are so confident of the quality of data that we will refund twice the value of every incorrect postal record found*



For the IT marketing professional, detailed selections on number of PC's, software installed and hardware in use are available. In addition to this is the following detailed array of job functions.

IT job function	Volume
Applications development	3850
Applications manager	15966
Business analyst	440
Change management	697
Chief technology officer	2636
Collaboration manager	84
Content management manager	253
Data warehousing responsibility	158
Data/Database manager	797
Database administrator	572
DB2	241
Disaster recovery	95

Document management	258
E-Business technology manager	1220
E-Government responsibility	163
Email responsibility	150
Financial controller	272
Financial systems management	226
Governance	245
Help desk manager	2746
Infrastructure manager	9333
Internet responsibility	333
Intranet responsibility	646
IT architect	2983
IT consultant	1997
IT director	9273
IT knowledge management	223
IT manager	54270
IT methods & processes	432
IT personnel	1516
IT project management	5250
IT security	12435
IT testing	290
Liaison officer	276
Network manager	14018

Operations manager	5102
Other	777
PC support manager & personnel	570
Performance manager	154
Portals responsibility	108
Purchasing personnel	472
Quality assurance manager	544
Reporting responsibility	171
Risk manager	458
SAP responsibility	279
Security personnel	492
Service delivery manager	889
Software development manager	364
Storage manager	595
Strategy manager	1268
Systems administrator	1603
Systems programming manager	632
Technical planning	174
Training manager	141
UNIX systems manager	106
WAN manager	35
Web responsibility	900
Webmaster	598

Almost 0% hard bounces on our emails

...all emails are SMTP validated before a data order is delivered

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MI Europe is one of the most competitively priced international databases on the market and represents excellent value for money. With the data research methods employed, coupled with the research cycle, you can be confident of the data quality which is backed by our guarantee.



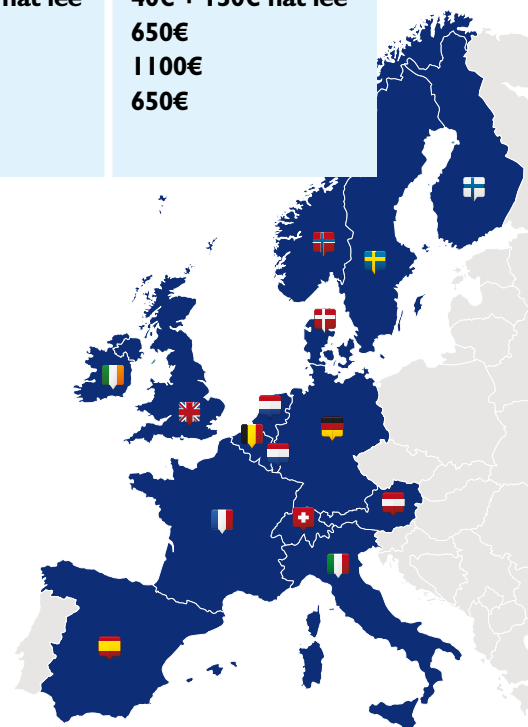
Rate Card

<p>Data quality guaranteed</p> <p>We are so confident of the quality of data that we will refund twice the value of every incorrect postal record found*</p>	Rates	Cost per '000 (£)	Cost per '000 (€)
	Single mailing	£150	195€
	Single mailing & telephone	£200	260€
	Email list rental	£300	390€
	Email setup + broadcast	£30 + £100 flat fee	40€ + 130€ flat fee
	Basic 12 month lease	£500	650€
Basic 12 month lease + email	£850	1100€	
	Minimum order	£500	650€

* All incorrect postal records identified and returned within 30 days of order will be refunded at twice the value.

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