

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

61400E

CONTINUING EDUCATION BY FIELD

The Continuing Education by Field list, provided by Byrum & Fleming allows mailers to target buyers known to purchase continuing education materials. This includes purchasing publications, seminars, consultancies, and programs aimed at increasing employee skills, knowledge, and effectiveness. Decision makers all, this list should work well for a variety of offers including seminars, publishing, newsletters, and travel. Compiled from a multi-sourced database.

Total Database - 1,378,460

Available Selects \$5/M

Comp & Ben/Emp Rel/Trng & Dev'l Depts*	1,819
Customer Service Managers	5,406
Human Resources/Personnel Dept. Mgrs	68,917
Marketing & Sales Executives	158,542
Organizational Development	4,730
Quality Assurance Director*	2,095
Recruitment Managers*	2,244
Top Level Execs (CEO's, VP's)	1,134,707

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Slect	\$5/M
Minimum Order	3000	Recency (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome