

# BUSINESS DECISION MAKERS – AUSTRALIA

**35,345 Business Executives** **BASE**  
**Set Up Fee** **\$300/M**  
**\$275/F**

## DESCRIPTION

The **Business Decision Makers- Australia** file consists of more than 27,000 names of the most senior decision makers in Australia today. All records have a name. They include those from the top 5,500 companies, plus senior executives of major organizations, such as large hospitals, hotels, utilities and government authorities.

The file is updated constantly.

## JOB TITLE/OCCUPATION CLASSIFICATIONS

Chairman	1,100	HR Exec	4,674
CEO	5,543	Sales/Marketing Exec	5,196
CFO	5,409	Operations Exec	4,774
CIO	4,890	IT Manager	2,976
		Customer Service	783

## INDUSTRY TYPES

Agriculture	52	Federal Govt	124
Manufacturing	1,125	State Govt	266
Local Govt	492	Finance	256
Construction	112	Retail	237
Mining	205	Transport	154
Distribution	508	Health	207
Education	243	Utilities	78
Services	1,428	Insurance	73

## STATE

ACT	142	QLD	681
NSW	2,379	WA	512
VIC	1,338	SA	351
TAS	116	NT	33

## CANCELLATION POLICY:

**After Shipping & Before Mail Date:** \$50/F plus run charges, selects, output costs and/or shipping costs.

**After Mail Date:** Full amount of invoice is due. **Rush Charges** will apply to all orders needed within less than 3 days from approval (inquire).

**For Test and Continuation Usage, please go to the following link:**

[http://www.allmediainc.com/shared\\_static\\_html/list\\_usage/I004M.html](http://www.allmediainc.com/shared_static_html/list_usage/I004M.html)

## Selections:

Job Title/Occupation	N/C
Geo	N/C
Gender	N/C
One Per Site	N/C
Telemarketing (+ 1 mailing)	\$500/M

## Addressing:

Email	\$50/F
Key Coding	\$3/M

**Rush Charges** incurred on orders less than 4 days from time of approval.

**Minimum Order :** 5,000

**Sample Mailing Piece Required**

**Last Update:** May 2011

**Names Thru:** April 2011

## Contact :

**Joan Laufer**

**Phone: (469) 467-9100, Ext. 212**

**E-Mail: [jlaufer@allmediainc.com](mailto:jlaufer@allmediainc.com)**

**AllMedia Inc.**  
Targeted Media for Measurable Results

5601 Democracy Drive Suite 255

Plano, TX 75024-3699

Website: [www.allmediainc.com](http://www.allmediainc.com)

Email: [management@allmediainc.com](mailto:management@allmediainc.com)

Phone: 469-467-9100

Fax: 214-291-5431