

FAIRFAX BUSINESS MEDIA INTERNATIONAL MASTERFILE

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DESCRIPTION

Are you ready to reach top decision-makers in over a dozen foreign countries? Well get ready, because the **FAIRFAX BUSINESS MEDIA INTERNATIONAL MASTERFILE** is bringing you Australian and Asian senior decision-makers.

Fairfax Business Media International is a division of John Fairfax Publications Pty Limited, one of Australia's leading media groups. Operating from bases in Asia, Australia, New Zealand, and South Asia, **Fairfax Business Media International** has a niche communications strategy that targets influential individuals such as Chief Executive Officers, IT Directors, Chief Information Officers, Chief Financial Officers and more!

MARKETING TARGETS

It's time to reach your audience with the **FAIRFAX BUSINESS MEDIA INTERNATIONAL MASTERFILE!** Test this list for offers related to accounting, business, communications tools, computer hardware and software, information technology, internet services, law/legal issues, management, marketing, mobile communications, travel and much, much more!

COUNTS/SELECTIONS

2IC- Second In-Charge
CEB-Chief of E-Business
CEO-Chief Executive Officer
CFO-Chief Financial Officer
CIO-Chief IT Manager
CMO-Chief Marketing Officer
CMR-Chief Market Researcher
CNO-Chief Network Officer

COF -Chief Financial Officer
CPR-Chief of Public Relations
CSW-Chief of Software & Dev
CSY -Chief Systems Officer
MAN- Other Senior Managers
MAR-Marketing & Brand Manager
OSM- Other Senior IT
PAE-Personal Assistant to CEO

Selections:

Country N/C
Job Title N/C
Key Coding Inquire
Run Charges Inquire
(Selection costs are included in the setup fee and applied to all orders.)

Setup Fee: \$215/F

Addressing:

E-mail Delivery N/C

Minimum Order: 3,500

Source: Subscriptions to one or more of Fairfax's magazines

**All First Time List Rentals
Must be Prepaid**

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Next Update: March 2009
Last Update: October 2008
Names Thru: October 2008

	CIO	CNO	OSM	CEB	CSW	2IC	CEO	PAE	MAN	CFO	Grand Total
INDONESIA	1164	337	224	30	196	321	1209	894	468	1184	6027
MALAYSIA	2334	294	357	16	151	392	2432	1199	859	2408	10442
PHILIPPINES	1046	266	199	21	108	204	1099	857	443	1070	5313
SINGAPORE	2505	360	1068	35	163	385	2600	1356	1109	2562	12143
THAILAND	1392	636	200	25	354	592	1406	1199	793	1403	8000
CHINA	2875	290	255	16	103	421	2896	991	2422	2888	13157
HONG KONG	1443	197	391	15	126	238	1473	1028	676	1446	7033
Grand Total	12759	2380	2694	158	1201	2553	13115	7524	6770	12961	62115

	CIO	CNO	COF	CSW	OSM	CSY	CEO	MAN	CMO	CPR	CMR	MAR	Grand Total
AUSTRALIA	4481	568	131	235	2011	602	5945	3425	3179	731	69	952	22329
NEW ZEALAND	1264	93	24	47	588	142	1842	761	1101	66	28	111	6067
Grand Total	5745	661	155	282	2599	744	7787	4186	4280	797	97	1063	28396