

CHIEF LEARNING OFFICER MAGAZINE

Enterprise-Level Workforce Development Executives The Chief Learning Officer Magazine list contains top-level corporate executives who are developing, implementing or funding enterprise-level workforce development programs. Included are decision makers in a wide variety of industries. Chief Learning Officer Magazine subscribers are executives at major US corporations. Chief Learning Officer Magazine readers represent the most difficult-to-reach executives. Subscribers are not only trainers and HR professionals but also top decision-making executives. They read publications from Clemson Professional Development, Business Development Journal and Langevine Learning. Chief Learning Officer Magazine helps executives make the most of employee training and education programs. Content includes expert columnists and industry leaders sharing their insights: case studies showing solutions used by real executives at real corporations; profiles of successful corporate executives; original market research on corporate training.

MEDIA TYPE

Business

SOURCE

DIRECT MAIL

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry	12/26/2002
New to Manager	
Counts through	09/20/2010

DATA CARD MAINTENANCE

New to NextMark System	12/08/2005
Last data card update	09/22/2010
Next data card update	12/31/2010
Data card update frequency	

SEGMENTS Data card currency: US Dollar

68,847	Total Universe / Base Rate	\$235.00 /M
68,847	Total Executives	\$235.00 /M
Counts Thru 09/20/2010		

DESCRIPTION

Enterprise-Level Workforce Development Executives

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\$60,000 Average income

Employee Size:

250,000 or More
 100,000 - 249,999
 50,000 - 99,999
 10,000 - 49,999
 5,000 - 9,999
 2,500 - 4,999
 1,000 - 2,499
 Less Than 1,000

Job Title: Chief Learning Officer/Director/Manager, Director/Manager/Human Resources, CIO/Director/Manager Information, Business Unit Manager/General Manager, CFO/Treasurer/Controller, Chairman/President/CEO/COO

Reuses must be submitted for clearance prior to mailings.

Rush: Less than 48 hours

A \$50/F fee incurred on canceled orders. This fee is in addition to any applicable run charges \$12.50/M, and processing fees. Orders canceled after mail date are due in full.

Updated monthly.

LAST UPDATE: 09/21/2010

NEXT UPDATE: 12/31/2010

SELECTS

Active Subscribers	
Hotline	\$15.00 /M
Job Function/Title	\$15.00 /M
Number of Employees	\$15.00 /M
One Name per Location	\$10.00 /M
Recency	\$15.00 /M
SCF	\$10.00 /M
State	\$10.00 /M

AVERAGE INCOME

Value:	not available
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MINIMUM ORDER

Quantity:	5,000
Value:	\$0.00

Zip \$10.00 /M

UNIT OF SALE INFORMATION

Unit of sale information is not available

GENDER PROFILE

44% MALE
49% FEMALE
Male: 44%
Female: 49%

REUSE

Info not available

TELEMARKETING

Info not available

CANCELLATION

Charges:

KEY CODING

Key Coding is available

Charges: \$3.00 /M

ADDRESSING

DISKETTE OR EMAIL

Business Address \$5.00 /M

Email Delivery \$75.00 /M

Home Address \$5.00 /M

Keying \$3.00 /M

Modem/FTP/BBS (flat fee) \$75.00 /L

Reuse

Rush Fee (flat fee) \$200.00 /L

Shipping/Handling (flat) \$75.00 /M

Zip Tape (flat fee) \$50.00 /L

SPECIAL INSTRUCTIONS