



G. Neil is the nation's leading provider of human resources products and solutions to help businesses hire, manage and

motivate employees. As the #1 provider of HR solutions nationwide, G. Neil offers innovative, legally compliant, easy-to-implement products and services for every aspect of personnel management and organization. G. Neil's broad range of product offerings provide expertise and support for all human resource needs, including: recruiting, hiring, training, recordkeeping, labor law compliance, safety, motivation and much more.

MEDIA TYPE

Business

SOURCE

Direct mail sold

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry
New to Manager 07/01/2009
Counts through 04/30/2010

SEGMENTS

Data card currency: US Dollar

231,517	Total Universe / Base Rate	\$120.00 /M
11,436	1 Month Hotline Buyers	\$135.00 /M
34,022	3 Month Hotline Buyers	\$130.00 /M
75,238	6 Month Hotline Buyers	\$125.00 /M
107,975	12 Month Buyers	\$120.00 /M
119,483	Small Office/Home Office Buyers (SOHO)	+ \$10.00 /M
231,323	Telemarketing	+ \$75.00 /M
	NonProfit/Fundraiser Rate	\$75.00 /M
	Consumer Catalog Rate	\$100.00 /M
	Non-Reciprocal Rate	+ \$50.00 /M

DATA CARD MAINTENANCE

New to NextMark System 06/18/2009
Last data card update 05/27/2010
Next data card update 07/15/2010
Data card update frequency MONTHLY

DESCRIPTION

G. Neil is the nation's #1 provider of human resources products and solutions, helping businesses hire, manage and motivate employees. Whether small business owners, office managers at mid-sized companies, or Fortune 500 executives, the G. Neil Masterfile consists of professionals handling all aspects of personnel management.

Innovative, legally compliant, easy-to-implement products and services provide expertise and support for all human resource needs, including recruiting, hiring, training, labor law compliance, employment law, workplace wellness, motivation, recognition, performance management, testing, recordkeeping, payroll, compensation, enterprise diversity, OSHA, safety, and more.

Featuring more than 2,500 workplace solutions, G. Neil has all of the human capital products needed for the challenges facing today's workplace. These are available and presented in their various catalogs which include:

Forms Catalog
Holiday Card Catalog
Business Greeting Card Catalog
Safety Catalog
Motivation Catalog
Training Time
Multi Products Catalog

G. Neil buyers are HR Directors, HR Managers, Personnel Managers/Directors, Chief Learning Officers, Training & Development Professionals, Payroll Managers, Sales & Marketing Managers, Department Heads/Line Managers, Plant/Safety Coordinators, etc. They are loyal and active buyers of Labor Law Posters, Holiday Cards, HR Compliance Tools, Personnel Forms, Greetings Cards, Awards, Giftware, Harassment Prevention Programs, Safety Products, Business Forms, Motivational Wall Art, Employee Tracking Software, and Training Tools.

Direct Media recommends the G. Neil list for front and back office supplies, seminars and associations, business and consumer publications, business and leisure apparel, business and consumer catalogs, financial/credit cards, executive gift offers, health and fitness products, insurance, newsletters, fundraising, travel, food gift offers, and more.

85% Business Address

Updated monthly.

www.gneil.com

SELECTS

Gender	\$10.00 /M
Geo/Geographical	\$10.00 /M
Job Title	\$15.00 /M
Number of Employees	\$15.00 /M
Product Purchased	\$10.00 /M
Sales Volume	\$15.00 /M
SIC/NAICS Code	\$15.00 /M

UNIT OF SALE INFORMATION

High:	\$0.00
Average:	\$192.00
Low:	\$0.00

GENDER PROFILE

Male:	21%
Female:	57%

AVERAGE INCOME

Value: not available

MINIMUM ORDER

Quantity: 7,500
Value: \$0.00

REUSE

Reuse is allowed
Min Qty: 0
Charges:

TELEMARKETING

Telemarketing is allowed
Charges: \$75.00 /M

CANCELLATION

Charges: \$100.00 /F

KEY CODING

Key Coding is available
Charges: \$5.00 /M

ADDRESSING	
BUSINESS ADDRESS	\$10.00 /M
EMAIL	\$75.00 /F
KEYING	\$5.00 /M
RUSH FEE	\$100.00 /F
SPECIAL INSTRUCTIONS	

© Copyright 2000-2010 NextMark, Inc.

powered by  **NextMark**
www.nextmark.com