

Human Capital Business Mailing List

The Human Capital Business Mailing List is comprised of the key decision makers responsible for every corporation's major asset - its human capital. These executives control spending in the following areas: compensation, benefits plans, performance improvement, recruitment, temporary services, HR technology solutions, geography expansion, employee relocation strategies, business travel, services, meetings, recognition and retention.

MEDIA TYPE

Business



SOURCE

Publications

GEOGRAPHY

Domestic (US)

SEGMENTS

Data card currency: US Dollar

68,293	Total Universe / Base Rate	\$150.00 /M
68,293	Subscribers	\$150.00 /M
54,991	Phones	+ \$60.00 /M
26,017	Email Addresses*	\$300.00 /M

MAINTENANCE

Market Entry	
New to Manager	04/01/2008
Counts through	05/15/2010

DATA CARD MAINTENANCE

New to NextMark System	04/01/2008
Last data card update	07/27/2010
Next data card update	12/15/2010
Data card update frequency	SEMI ANNUALLY

DESCRIPTION

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The **Human Capital** subscribers are powerful decision-makers who direct and initiate training and professional learning for a more efficient working environment. They are leaders who manage people and control budgets for their companies.

Job Function:

Chairman, CEO President, Owner	14,694
COO, Executive VP, Division/General Mgmt	14,694
VP/Executive HR/Benefit Planner	36,449
VP/Executive Sales & Marketing	36,449
CFO/Financial/Payroll Executive	3,507
CIO/IT Executive	189
Training & Development Executive	8,890
Corporate Travel/Meeting Executive	1,487
Other Management	3,940
Other	6,648

Employee Size:

Less than 100 employees	26,387
100-499 employees	8,215
500-999 employees	4,790
1,000-2,499 employees	7,498
2,500-4,999 employees	5,060
More than 5,000 employees	7,363

Purchasing Authority:

Auto Fleets	1,251
Business Meeting Sites	3,975
Business Travel: Airline, Car Rental, Other Accommodations	4,284
Company-wide Motivation	7,682
Compensation Management	6,592
Conference & Convention Sites	3,380
Corporate Based Training	5,997
Enterprise-wide Automation Software	1,584
Executive Education & Development	5,956
Geographic Expansion Sites	1,133
Gift-Giving	4,596
HR Software & Systems Support	6,083
Incentive Travel	2,539
Insurance Plans	5,833
Internet/Intranet	3,371
Non-Sales Incentives	3,668
Outside Automation Consultants	1,170
Real Estate/Utility Services	1,220
Recruitment & Retention	8,509
Relocation Services	2,753
Retirement Awards	1,811
Retirement Benefit Plans	2,696
Safety Programs	6,158
Sales & Marketing Software	1,995
Service Awards	6,769
Suggestion Programs	4,652
Temporary Employment Management	4,229
Top Performer Awards	5,344
Training/AV Equipment	4,125

Primary Business:

High Technology	2,192
Manufacturing (non-durable goods)	2,306
Manufacturing (durable goods)	8,253
Transportation/Travel	817
Utilities/Communications	1,087
Retail/Wholesale	2,418
Financial/Insurance/Real Estate	2,928
Service Industry	4,247
Health/Medical	4,323
Constructin & Mining	551
Oil & Gas	254
Media	742
Agriculture, Forestry & Fishing	188
Other	36,176

***Transmission:
\$95/M - Text, \$115/M - HTML**

SELECTS	
EMPLOYEE SIZE	\$15.00 /M
GENDER/SEX	\$15.00 /M
JOB FUNCTION SELECT	\$15.00 /M
MAX PER COMPANY/SITES	\$15.00 /M
PHONE NUMBER	\$60.00 /M
PRIMARY BUSINESS	\$15.00 /M
PURCHASING AUTHORITY	\$25.00 /M
SCF	\$10.00 /M
STATE	\$10.00 /M
ZIP	\$10.00 /M

UNIT OF SALE INFORMATION
Unit of sale information is not available

GENDER PROFILE	
Male:	%
Female:	%

AVERAGE INCOME	
Value:	not available

MINIMUM ORDER	
Quantity:	5,000
Value:	\$0.00

REUSE
Please inquire

TELEMARKETING	
Telemarketing is allowed	
Charges:	

CANCELLATION	
Charges:	\$50.00 /F

KEY CODING	
Key Coding is available	
Charges:	\$2.00 /M

ADDRESSING	
CD ROM	\$65.00 /F
EMAIL	\$65.00 /F
FTP	\$65.00 /F
HTML Transmission	\$115.00 /M
NCOA	\$3.00 /M
NCOA (Minimum)	\$250.00 /F
Text Transmission	\$95.00 /M

SPECIAL INSTRUCTIONS
Cancellation fee \$10/M + \$50 Flat. Cancellation After Mail Date Requires Payment in Full.