

PrintWeek postal list rental

PrintWeek is the highest-circulation and most widely read printing-industry title in the UK. Every week *PrintWeek* is sent to a range of printing professionals, from SMEs to the largest and most influential printing companies in the UK.

List Profile – 12,663 named individuals

Main Business Activity

Advertising Agency	360
Bindery/Finishing	2,776
Commercial Printer	5,212
Conventional Printing	4,011
Converting	393
Corporate Business	539
Design Consultancy	863
Digital Printing	3,544
Distribution/Mailing	1,561
Education/Training	407
Finishing House	215
Inplant Printer	245
Instant Print Shop	173
Machinery/Consumables Supply	763
Newspaper/Magazine Publishing	562
Paper Merchant	371
Paper Supplier	139
Pre-Press	3,586
Print Management	343
Publishing Company	319
Repro House	97
Tech/Management Consultancy	55
Trade Printing	29
Trade union	25

Printing Process

Litho Sheet-fed (B2 & above)	1,893
Digital – Toner-based & Digit	2,234
Letterpress	372
Gravure	211
Screen Printing	423
Flexography	341
Thermography	172
Xerography	112
Litho Sheetfed (B3 and below)	1,783
Litho Web Offset	1,022

Number of Printing Workers

1 – 9	3,166
10 – 24	1,940
25 – 49	1,138
50 – 99	847
100 – 500	1,138
500+	593

Purchase Involvement

Presses	3,810
Pre-press	3,849
Consumables	4,117
Finishing	3,598
Paper	5,334
Print Services (repro/print)	2,812
Advertising space, general	1,356
Ad Space - Staff Recruit	906
Direct Mail	1,453
Marketing Promotions	558
Exhibition Space	900
Leaflets, Brochures, In-house	1,784
Business Vehicles	987
Financial Services	825
IT (including MIS & Software)	1,741
Management Information Systems	666
Digital Presses	1,739
Packaging	1,530
Used machinery	1,484

Additional Selections Available Include

- Job Function
- Geographic Area
- Company Size
- Company Turnover
- Printing Work/Market

Additional selections available on request. Costs: £190.00 per thousand records. £10.00 per thousand records for each additional selection. Minimum order charge £740.00. Handling charge £50.00 (includes disc/email/p&p delivery). Combined direct mail and email prices available on application.

For further details please contact a member of the haymarket direct team: 174 Hammersmith Road, London, W6 7JP. Telephone: (020) 8267 4607. Fax:(020) 8267 4736. E-mail: listrental@haymarket.com. Or visit www.haymarketdirect.co.uk

NB. All readers are given an opportunity to express a preference not to receive promotional mailings. The lists available for rental is made up of those readers who have not expressed such a preference.

PrintWeek email rental

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List Profile – 17,276 named individuals

Main Business Activity

Advertising Agency	608
Bindery/Finishing	4,245
Commercial Printer	8,739
Conventional Printing	7,034
Converting	573
Corporate Business	937
Design Consultancy	1,320
Digital Printing	5,723
Distribution/Mailing	2,255
Education/Training	612
Finishing House	330
Inplant Printer	358
Instant Print Shop	228
Machinery/Consumables Supply	1,184
Newspaper/Magazine Publishing	949
Paper Merchant	563
Paper Supplier	220
Pre-Press	5,406
Print Management	547
Publishing Company	545
Repro House	125
Tech/Management Consultancy	64
Trade Printing	41
Trade union	26

Printing Process

Litho Sheet-fed (B2 & above)	2,934
Digital – Toner-based & Digit	3,126
Letterpress	464
Gravure	286
Screen Printing	623
Flexography	500
Thermography	229
Xerography	173
Litho Sheetfed (B3 and below)	2,597
Litho Web Offset	1,692

Number of Printing Workers

1 – 9	4,708
10 – 24	3,068
25 – 49	1,893
50 – 99	1,507
100 – 500	2,124
500+	999

Purchase Involvement

Presses	5,632
Pre-press	5,637
Consumables	6,438
Finishing	5,431
Paper	8,522
Print Services (repro/print)	4,588
Advertising space, general	2,165
Ad Space - Staff Recruit	1,468
Direct Mail	2,129
Marketing Promotions	666
Exhibition Space	1,338
Leaflets, Brochures, In-house	2,669
Business Vehicles	1,478
Financial Services	1,184
IT (including MIS & Software)	2,536
Management Information Systems	1,029
Digital Presses	2,378
Packaging	2,310
Used machinery	2,109

Additional Selections Available Include

- Job Function
- Geographic Area
- Company Size
- Company Turnover
- Printing Work/Market

Additional selections available on request. Costs: Starting from £360.00 per thousand records. £10.00 per thousand records for each additional selection. Minimum order charge £1,260.00. Additional e-marketing services available upon request.

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