

## Public Sector postal list rental

### The essential list for charity and public sector contacts

This unique list allows you to target readers from *Third Sector* – read by senior staff operating in charities, the voluntary & community sectors, and social enterprises. In addition, this list targets readers from across our database who work in government, charities and other public sector jobs, offering you a bespoke and comprehensive file of individuals working in the not-for-profit sector.

### List Profile – 10,909 named individuals

#### Job Function

CEO	2,127
Chairman	1,640
Communications Manager	449
Event Manager	633
Event Organiser	563
Financial Director	370
General Manager	314
HR Director	1,503
HR Manager	2,162
IT Manager	691
Marketing Director	1,061
Marketing Executive	679
Marketing Manager	2,558
Managing Director	2,058
Production Manager	421
Project Manager	521
Sales Manager	446
Training Manager	378

#### Business Area

Central Government	1,514
Charities	3,683
Education	2,703
Local Government	3,585
Public Sector	7,767

#### Purchasing Responsibility

Advertising	3,729
Conferences	3,485
Corporate Hospitality	1,564
Design	1,729
Direct Mail	1,842
Direct Marketing	2,088
Events	3,738
Exhibitions	2,762
HR products/services	3,133
IT	2,285
Office Equipment	1,751
PR	2,628
Print/Production	1,804
Recruitment	3,840
Market Research	2,624
Training Products/Services	4,590
Marketing	2,456

#### Geographic Area

East Anglia	462
East Midlands	941
Midlands	1,177
North West	1,352
Northern Ireland	207
Scotland	804
South East	3,205
South West	1,076
Wales	571
Yorkshire	886
London	3,317

Additional selections available on request. Costs: £185.00 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](http://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.*

## Public Sector email rental

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### List Profile – 21,653 named individuals

#### General Manager

	<b>314</b>
HR Director	1,503
HR Manager	2,162
IT Manager	691
Marketing Director	1,061
Marketing Executive	679
Marketing Manager	2,558
Managing Director	2,058
Production Manager	421
Project Manager	521
Sales Manager	446
Training Manager	378

#### Business Area

Central Government	2,203
Charities	5,258
Education	4,208
Local Government	6,448
Public Sector	15,430

#### Purchasing Responsibility

Advertising	5,948
Conferences	5,543
Corporate Hospitality	2,602
Design	3,155
Direct Mail	3,200
Direct Marketing	3,626
Events	5,911
Exhibitions	4,592
HR products/services	4,817
IT	4,015
Office Equipment	2,663
PR	4,529
Print/Production	3,263
Recruitment	5,844
Market Research	4,454
Training Products/Services	7,056
Marketing	4,275

#### Geographic Area

East Anglia	682
East Midlands	1,369
Midlands	1,674
North West	2,062
Northern Ireland	297
Scotland	1,147
South East	4,570
South West	1,538
Wales	792
Yorkshire	1,325
London	4,398

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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