

MarketBase – Australasian Companies – 100+ Employees

A direct marketing contact list that features the most senior C-level decision makers within the top organisations in Asia-Pacific.

Fairfax Business Research's MarketBase is the provider of C-Level decision makers of over 5,900 companies in Australia and over 20,000 companies across the Asia Pacific region.

There are over 32,000 decision makers in Australia, 5,000+ in New Zealand, and over 70,000 across Asia-Pacific countries.

MarketBase also includes company data such as industries, employee size, annual revenue, websites, number of sites, parent and subsidiary details as well as **comprehensive IT Infrastructure** such as PC and Server Operating Systems, PC and Server Hardware, Network hardware supplier, Telco provider, ERP, Business Intelligence, CRM DBMS, Financial SW etc.

MarketBase is the controlled circulation database for MIS & CFO Magazines and is the most accurate, trusted & comprehensive database service - **with 98% accuracy.**

MarketBase's strength is:

- companies with 100+ employees
- targeting Senior IT people
- allows you to pinpoint companies based on what computer hardware and software they use
- You can either get data WITH all the IT details OR just choose those companies who ONLY have specific hardware/software based on your selections
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MARKETBASE Lists are updated daily AND entirely re-researched by a dedicated research team twice annually on contact details and annually for the IT Infrastructure.

MARKETBASE Lists are also built with the help of the key decision-makers who attend events throughout the year who constantly update MARKETBASE on their latest movement.

SEE NEXT PAGE FOR BREAKDOWNS.....

You get:

- Company Name
- Decision Makers' Name & Title
- Company Address & Telephone Number & Fax
- Optional Extra IT details (extra data price.)

PRICING EX GST:

List Rental

Postal & Telemarketing & Fax Data package
Rentals sent to mail house or bureau ONLY
Australia & New Zealand – 39.5c per record
Asia – 49.5c per record
Setup - \$350.00
EXTRA DATA – Industry, Revenue, Emp Size, IT details per selection – extra 10c per field

Purchase Option (multi-use)

Postal & Telemarketing & Fax Data package
Sent direct to you in spreadsheet format
\$2.00 per record.
Setup \$250.00
EXTRA DATA – Industry, Revenue, Emp Size, IT details per selection – extra 10c per field
FULL RECORD WITH ALL DETAILS - \$4.50 per record

Minimum order \$800.00

JOB TITLES

- Chief Executive Officer – CEO
- Chief Operating Officer – COO
- Company Secretary - SEC
- Chief Financial Officer - CFO
- Other Senior Financial - FIN
- Chief Information Officer – CIO
- Chief Network Officer – CNO
- Chief Software Officer – CSW
- Chief IT Operations & Facilities – COP
- Chief Security Officer - CSO
- Chief Systems Officer – CSY
- Other Senior IT – OSM
- Other IT - OIT
- Other Senior Executives – MAN
- Chief Marketing Officer – CMO
- Sales Manager - SAL
- Other Marketing & Brand Managers - MAR
- Chief of Public Relations – CPR
- Chief Market Research – CMR

INDUSTRY

- Accommodation & Food Services
- Agriculture
- Arts, Entertainment & Recreation
- Business Management & Scientific Services
- Construction & Engineering Services
- Education Services
- Finance & Insurance
- Government & Defence
- Health & Community Services
- Information
- IT Supplier
- Manufacturing
- Mining
- Personal & other Services
- Real Estate, Rental & Leasing
- Transport & Warehouse
- Utilities & Waste Management
- Wholesale & Retail

IT INFRASTRUCTURE You can elect to have a company's IT infrastructure as an extra field. Or you can select companies who use a specific product: EG Lotus Notes/Domino Users. A separate breakdown is available for selections by brand/ software/ hardware used- please ask if you need this and we'll email it to you

- Host/Server OS list
- PC operating systems list
- DBMS software list
- Host/Server hardware list
- PC/workstation hardware list
- Email software list
- Financial software list
- Network hardware supplier list
- WANs list
- EIS software list
- ESS software list
- ISP list
- CRM list
- Telecommunication provider list
- Number of servers
- Number of desktops
- Number of terminals
- Number of portables
- Number of screens
- Number of printers
- Printer brands
- ERP software list
- Secure Login/Remote Access
- Virtualisation
- Security/Antivirus Software

COUNTRIES

- Australia
- New Zealand
- Philippines
- Indonesia
- Malaysia
- Singapore
- Thailand
- China
- Hong Kong

REVENUE BRACKETS – US DOLLARS

- <5 million
- 6-10 million
- 11 -50 million
- 51-100 million
- 101-500 million
- 501-1000 million
- 1000+million

EMPLOYEE SIZE BRACKETS

- 100-250
- 251-500
- 501-1,000
- 1,001+

I WANT TO...

- Rent the data (use once only)
Data must go to a mail house
- Purchase (use multiple times)
data will be sent direct to you

EXTRA DATA I REQUIRE IS:

- Industry Type Coding
- Employee Size
- Revenue/Turnover
- All IT Infrastructure Details

You may also wish to tick the relevant boxes and fax back to us for a MarketBase count and quote.

For a count and quote please fax to (613) 03 8080 6469

Don't forget to include your contact details!

Please allow at least 24 hours for a quote. Thank you!

