

## Business Information and Finance List Reference Guide

Volume 1

Tel: 020 7316 9390  
[www.vnuone-to-one.co.uk](http://www.vnuone-to-one.co.uk)



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## List Reference Guide Volume 1

### VNU Business Information and Finance Files

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*Depend on  
VNU to get  
you the right  
data at the  
right time.*

*Our state-of-  
the-art  
database and  
counting  
platforms  
allow us to  
give some of  
the best  
turnaround  
times and  
customer  
service in  
the market.*

## Count on VNU One to One Our service commitment to you

### Responsive customer service

When you are planning a direct marketing campaign – mailing, emailing, telemarketing or a combination – it's important to get accurate and reliable information from your suppliers quickly, so that you can control your costs and plan effectively. This is why VNU guarantee that your count will be returned to you within 48 hours. Our state of the art database and counting platforms allow us to give some of the best turnaround times and customer service in the market – you can depend on VNU to get you the right data at the right time with accurate pricing information.

### A specialist sales team

At VNU One to One we are known for quality data with both volume and depth, delivering flexible selections to target your message to the right buyer and help ensure your marketing success. As a specialist publisher, we also have a detailed insight into our markets and our experienced and knowledgeable sales team can help you choose the right audience for your communications. Call on us for focused advice to help you make the best use of your direct marketing spend.

### 'Opt-in' email marketing with confidence

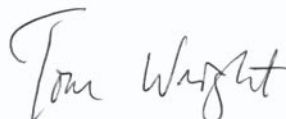
VNU regularly manages email campaigns on behalf of some of the biggest names in our markets and our experience can help you avoid problems with web filters, increase data capture and maximise your results.

Many business professionals are irritated by email communications that they have not given permission for. This is why all VNU email products come with full 'opt-in' consent: our readers give an active 'yes' to receiving your message. With VNU, you can use this powerful and responsive medium with full confidence.

We also provide full reporting including total pushed, received, opens and click-through by URL and unique user. On request we can provide detailed analysis of response by sector, company size and many other variables.

We look forward to working with you.

Yours sincerely



Tom Wright  
Commercial Manager

# Domestic and International Banking Decision Makers

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No matter how good your proposition, the decision to change a company's business bank is not lightly made, and lies in the hands of senior staff. Get your message to these high powered decision makers using the VNU database and ensure that when the current bank is reviewed, it's your client/service that is first in line for consideration.

## Selections include

Job function

Turnover

Contact Options	Volumes	Costs
Mail	16,493	£160 per '000
Telephone	4,710	£230 per '000
Opt-in Email	10,469	£320 per '000

First two selections free, further selections £5 per '000

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Over the last few years, few sectors have seen as much coverage as the UK pensions market. Now more than ever, companies are considering how they can deliver the best value to their employees. Use the VNU database to target the decision makers who decide how their company's pension schemes will operate.

## Selections include

Job function

Turnover

Contact Options	Volumes	Costs
Mail	10,589	£160 per '000
Telephone	5,386	£230 per '000
Opt-in Email	6,798	£320 per '000

First two selections free, further selections £5 per '000

All orders subject to a £30 delivery fee



Financial decision makers play a powerful role in deciding how a company's approach to employee benefits will work. The VNU database identifies these decision makers and pin-points them – allowing you to eliminate wastage and maximise results.

## Selections include

Job function

Turnover

Contact Options	Volumes	Costs
Mail	12,491	£160 per '000
Telephone	6,202	£230 per '000
Opt-in Email	7,664	£320 per '000

First two selections free, further selections £5 per '000

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Generating business growth in the modern economy often requires capital expenditure that cannot be met from existing cash flow, causing companies to look for funding from outside sources. Finding the right partner with the right terms for business lending is a serious issue for senior decision makers. Use the VNU Corporate Finance File to target these important individuals.

## Selections include

Job function

Turnover

Contact Options	Volumes	Costs
Mail	11,636	£160 per '000
Telephone	6,004	£230 per '000
Opt-in Email	7,626	£320 per '000

First two selections free, further selections £5 per '000

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Credit management - making sure your customers pay on time – is a crucial part of any companies business processes. Getting it right often predicates investing in solutions that help manage action and provide reporting for analysis. Use the VNU database to target the decision makers who matter in credit management.

## Selections include

Job function

Turnover

Contact Options	Volumes	Costs
Mail	10,675	£160 per '000
Telephone	5,785	£230 per '000
Opt-in Email	8,112	£320 per '000

First two selections free, further selections £5 per '000

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After personnel, the company car fleet is often one of the largest fixed costs faced by businesses. Often this decision is made by a finance professional: taking into consideration diverse factors like depreciation, weighing up the pros and cons of lease vs ownership, and toting up the cost of insurance so that assets are declared properly on the balance sheet.

Use the VNU database to target these financial decision makers with your fleet offer.

#### Selections include

Job function

Turnover

Contact Options	Volumes	Costs
Mail	10,479	£160 per '000
Telephone	5,383	£230 per '000
Opt-in Email	7,540	£320 per '000

First two selections free, further selections £5 per '000

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Companies that are seeking to expand their operations, launch new ventures or who simply need an investment partner to grow, need to give careful consideration when finding the right partner.

Use the VNU database to target the individuals tasked with finding the right solution.

## Selections include

Job function

Turnover

Contact Options	Volumes	Costs
Mail	11,128	£160 per '000
Telephone	3,297	£230 per '000
Opt-in Email	7,742	£320 per '000

First two selections free, further selections £5 per '000

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Business interruption is a fact of life. With the increasing sophistication of the business environment - online trading, the mission critical role of IT and Telecoms and increasing regulations, businesses risk losing millions because activity is stopped. These decision makers want to hear about solutions that will limit risk and keep their businesses functioning.

## Selections include

Job function

Turnover

Contact Options	Volumes	Costs
Mail	10,220	£160 per '000
Telephone	4,862	£230 per '000
Opt-in Email	5,971	£320 per '000

First two selections free, further selections £5 per '000

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In their advisory capacity, practice accountants play a key role in our business landscape. They are actively involved in areas as diverse as IT software and hardware, company car fleets, employee benefits and financial services. VNU's database delivers these highly-paid and influential decision makers from newly qualified accountants to partners in major firms. Of the 3.2 million UK businesses, 2.5m turn to their accountant FIRST for business advice.

## Selections include

Job function  
Accreditation  
Turnover  
Industry sector  
Institute

Contact Options	Volumes	Costs
Mail	21,561	£160 per '000
Telephone	11,758	£230 per '000
Opt-in Email	3,476	£320 per '000

First two selections free, further selections £5 per '000

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The financial director is the ultimate financial decision maker in any organisation. FDs control the budget, and have influence and a practical veto over any capital expenditure. Whatever you are selling, getting the FD to understand the importance of your offering is crucial to winning the sale. The VNU database gives you access to these high powered executives by name, email address and telephone number.

#### Selections include

Job function  
Turnover  
Industry sector

Contact Options	Volumes	Costs
Mail	12,963	£160 per '000
Telephone	7,464	£230 per '000
Opt-in Email	5,892	£320 per '000

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# Order Confirmation Form

Thank you for your order. Kindly read the details below, sign and return to us by fax +44 020 7316 9708 as soon as possible.

Contact Info	Company Name & Address	Contact Names
Client:		
Mailing House:		

Purchase Order	Campaign Name	Net Names Discount %
Selection		

Order Details	Product:		
Database(s)	Volume	Cost per 1000	Costs
Reuse	Gross Price	Net Names/Reuse Disc. Amt	Broker Discount
Total Records:		Sub-Total:	

Additional Costs		Output: Email
Description	Unit Cost	Total Cost

Vat Applicable	Total Order Cost:
Yes	
No	

### Additional Information

Payment: within 30 days upon receipt of invoice. VAT will be added to the prices quoted above. Please sign in association with the attached terms and conditions.

Signed

Print Name:

Email:

Position:

Phone:

Date:

Date:

## 1. INTERPRETATION

1.1 In these Terms and Conditions and the Confirmation of Order save where the context otherwise requires the words and phrases below shall have the following meanings:

"VNU" - includes in its meaning any holding company, sister companies or subsidiary companies;  
"the licensee" ? the individual firm of company whose name and addresses are set out in the Confirmation of Order.

"the Confirmation of Order" ? the Confirmation of Order form signed by the Licensee to which those conditions are annexed.

"the License period" ? the period as set out in the Confirmation of Order.

"List" means the proprietary information or data of VNU consisting of names and addresses and any other agreed data relating to individuals in the form of printed lists or computer tapes or in any other form for transferring or recording data supplied to the Licensee and as further described in the Confirmation of Order; and "Name" means a name and address obtained from the List and used by the Licensee

1.2 The headings to the clauses of these Terms and Conditions are for ease of reference only and shall not affect the interpretations or construction thereof.

## 2. LICENSE

2.1 The License to use the List shall be non-exclusive and non-transferable save as defined in the Confirmation of Order and is granted subject to the restrictions set out in this Agreement.

## 3. ACCESS TO THE LIST

3.1 VNU will supply the List in the agreed output formation with a record layout as specified on this Confirmation of Order.

## 4. FEES

4.1 The fees shall be as specified in the Confirmation of Order and shall not be refundable.

4.2 All invoices of VNU shall be paid by the Licensee within thirty (30) days of the date of invoice.

In the event of late payment, VNU may charge interest on the amount outstanding before and after judgement at the rate of four (4) percent above the Base Rate of Midland Bank plc in force from time to time from the due date until the date of payment.

4.3 If Gone a ways, as defined by the Royal Mail, exceed 5% of the total number of Names rented, the Licensee shall be entitled to a credit in respect of the actual price paid for the number of Names Goneaway exceeding 5%. Such credit will only be due in respect of any mailing undertaken within two months of delivery of the List and will not apply to any repeat mailing. Such credit must be claimed within ninety (90) days of the mailing date and supported by the appropriate documentary evidence. Such credit may, at the option of the Licensee, be provided by means of credit on invoice or in the form of free Names to be provided with the next order made to VNU by the Licensee.

4.4 Any other credits due to the Licensee in respect of any invoice must be claimed within thirty (30) days of the delivery date.

4.5 If any amount of the invoice is disputed by the Licensee the Licensee shall pay to VNU the value of the invoice less the disputed amount in accordance with these payment terms. No dispute as to one invoice shall give the Licensee the right to withhold payments as to any other invoice not in dispute.

4.6 Where the Agreement requires payment of a deposit, the Licensee acknowledges that the deposit is not returnable.

4.7 All licence fees are exclusive of value added taxes which will be added to invoices where appropriate.

4.8 Any fees stated in this Agreement or the Schedules shall only relate and apply to the List provided hereunder and is in no way an indication of prices for other arrangements, orders or agreements with the Licensee.

## 5. DURATION

5.1 This agreement shall continue, without prejudice to any rights of earlier termination contained herein, for the period set out in the Confirmation of Order.

## 6. LIMITATION OF VNU'S LIABILITY

6.1 VNU warrants that it has the right to license the List but otherwise the List is licensed on an "as is" basis without any warranty of any kind, express or implied, oral or written, including, without limitation, the implied conditions of merchantable quality, fitness for purpose and description, all of which are specifically and unreservedly excluded.

In particular, but without limitation, no warranty is given that the List is suitable for the purposes intended by the Licensee.

6.2 VNU shall not be liable for any claim arising out of the performance, non-performance, delay in delivery of or defect in the List nor for any special, indirect, economic or consequential loss or damage howsoever arising or howsoever caused (including loss of profit or loss of revenue) whether from negligence or otherwise in connection with the supply, functioning or use of the List or any breach of the Agreement. Any liability of VNU shall in any event be limited to the license fees paid by the Licensee in the year in which the event of default arises.

6.3 VNU warrants that the List will be supplied using reasonable care and skill. VNU does not warrant that the List supplied is error-free, accurate or complete.

6.4 Nothing herein shall limit either party's liability for death or personal injury arising from the proven negligence by itself or its employees or agents.

6.5 The Licensee shall fully indemnify VNU against any liability to third parties arising out of the Licensee's use of the List.

6.6 Neither party shall be liable for any delay or failure to perform arising from circumstances outside of its control.

## 7. PROPRIETARY RIGHTS

7.1 The List and the copyright and other intellectual property rights of whatever nature in the List are and shall remain at all times the property of VNU. VNU reserves the right to grant licenses to use the List to any other party or parties.

7.2 The Licensee shall notify VNU immediately if the Licensee becomes aware of any suspected or actual unauthorised use of the whole or any part of the List by any person or party.

## 8. LICENSEE'S OBLIGATIONS

8.1 The Licensee hereby undertakes to VNU that it will use the List solely for the internal business purposes of the Licensee.

8.2 Save for the purpose specified in the sub clause 8.1 hereof the Licensee shall not, without VNU's prior written consent reproduce, duplicate or copy the List or any part thereof or information extracted therefrom to any third party whatsoever.

8.3 (a) VNU warrants that it is registered as a Data User under the Data Protection Act. Each party will comply with the Data Protection Act including but not limited to its obligations in respect of any personal data which it may supply to or receive from the other party.

(b) The Licensee will ensure that any use to which the List is put to comply with the current Codes of Practice of the appropriate supervisory Bodies whose current codes areas follows: The Direct Marketing Association (DMA); The British Code of Advertising Practice (BCAP), The British Code of Sales Promotion Practice (BCSPP), The Code of Practice of the Independent Committee for Standards of Telephone Information Services (CSTIS).

(c) The Licensee shall not use or transfer any of the List without submitting to VNU examples of the mail pieces or other items to be sent or communicated using the List. They shall be submitted to VNU at least three (3) working days before the day on which the List are required. VNU will, where necessary, submit the mail pieces or other items to the Bodies responsible for administering the Codes of practice for their advice and or approval. The decision of these Bodies shall be accepted by VNU and the Licensee and no claim shall be made for damages and consequential loss as a result of their decision.

(d) The Licensee hereby undertakes that the instructions to VNU in respect of the List selections and special instructions as specified on the Order of Confirmation is complete and correct in every respect as the Licensee will be charged additional associated costs of re-output of an order due to and/or incomplete selection instructions.

(e) Any quotation given by Confirmation of Order or such VNU of the number of Names included in the List is an estimate only.

(f) The Licensee is responsible for ensuring that the Order Confirmation is correct in all respects and includes an accurate and complete description of the List or Lists required.

## 9. SECURITY AND CONTROL

9.1 During the continuance of the Agreement the Licensee shall effect and maintain adequate security measures to safeguard the List from access or use by any unauthorised person.

9.2 The Licensee shall retain the List and all copies thereof under its own effective control.

## 10. TERMINATION

10.1 VNU may terminate this Agreement forthwith on giving notice in writing to the Licensee if:

a) The Licensee commits any serious breach of any term of this agreement (including without limitation any breach of clauses 7, 8 or 9) and in the case of a breach capable of being remedied shall have failed to remedy the breach within 14 days after the receipt of a request in writing from VNU so to do; or b) the Licensee fails to comply with a statutory demand or shall go into liquidation (other than for the purposes of reconstruction or amalgamation) or have a resolution passed for its winding-up or have an administrative receiver appointed or have a position presented to the Court for an administration order under Part II of the 1995 Act or have a voluntary arrangement approved under Part I of the 1995 Act.

10.2 Forthwith upon the termination of this Agreement in consequences of breach by the Licensee, the Licensee shall return the List obtained by it to VNU and all copies of the whole or part thereof and shall at the request of VNU permit VNU, its officers, agents or employees to enter upon the Licensee's premises in order to retake possession of the List obtained by the Licensee and all copies of the whole or any part thereof in the manner specified by VNU and shall certify to VNU in writing that it has been so destroyed.

10.3 Any termination of the Agreement howsoever occasioned shall not affect the accrued rights or liabilities of either party nor shall it affect the coming into force of any provision here of which is expressly or by implication intended to come into or continue in force.

## 11. ASSIGNMENT

11.1 The Licensee shall not be entitled to assign, sub-license or otherwise transfer the benefit and/or the burden of this Agreement whether in whole or in part, and this agreement shall be personal to the Licensee only.

## 12. ENTIRE AGREEMENT

12.1 This Agreement supersedes all prior agreements, arrangements and undertakings between the parties relating to its subject matter and constitutes the entire agreement between the parties relating thereto. No addition to or modification of any provision of this agreement shall be binding upon parties unless made by a written instrument signed by a duly authorised representative of each of the parties.

## 13. WAIVER

13.1 The failure by VNU to exercise a right or remedy hereunder shall in no manner affect its ability to exercise that right or remedy at a later time. No waiver by VNU of the breach of any provision hereof whether by conduct or otherwise on any one or more instances shall be deemed to be a further or continuing waiver of such provision.

## 14. NOTICES

14.1 All notices which are required to be given hereunder shall be in writing and shall be sent to the address of the recipient set out in the other addresses at the recipient may designate by notice given. In accordance with the provisions of this clause any such notice may be delivered by hand or by first class prepaid letter, telex or facsimile and shall be deemed to have been served if by hand which delivered, if by first class post 48 hours after posting and if by telex or facsimile when dispatched.

## 15. PROPER LAW AND JURISDICTION

15.1 This agreement shall be governed by and constructed in accordance with the laws of England. Any dispute which may arise between the parties concerning this Agreement shall be determined by the English Courts and the Subscriber hereby submits to the exclusive jurisdiction of those such purposes.

## 16. CANCELLATIONS

16.1 VNU reserves the right to refuse Cancellation of this order by the Licensee.

16.2 The Licensee may request to cancel an Order Confirmation. Such requests must be made in writing stating all reasons for the request and be forwarded to VNU by registered post and must be received by VNU before the shipment has been effected and in any event within seven (7) days of the date of the relevant Confirmation of Order. VNU reserves the right to refuse cancellation of the Confirmation of Order for any reason. The Licensee acknowledges that cancellation will give rise to substantial loss of profit on the part of VNU who may take this into account and require compensation to be paid to it as a precondition to consenting to such cancellation.