



## Business Elite

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### Datacard

***"With response rates as high as 69% (depending on the message) and an average of 12-15%, our lists perform four times better than industry average"***



## ***Special Summer Offer: 20% OFF\****

### **Six core B2B databases:**

- 1. Worldwide Elite (directors of the world's leading corporations – the richest echelon of our audience).**
- 2. IT Decision Makers (specify and authorize decisions about IT).**
- 3. Top Level Managers (top business decision makers).**
- 4. General Management (with purchasing involvement identification).**
- 5. Finance & Investing Managers .**
- 6. HR decision makers .**

- ✓ *100% double opt-in names - regularly verified and updated business contacts, available worldwide.*
- ✓ *100% Named records – with identification of full name, address, email, job title, industry sector...up to 64 targeting criteria.*
- ✓ *100% elite business decision targeted records – with identification of purchase influence.*
- ✓ *100% IT influent:*
  - Involved in IT decisions
  - Internet access
  - Use Internet for business
  - Personally own a computer
  - Have office at home
  - Own a PDA
  - Own one or more mobile phones

Latest Case studies available on simple request.

Our Worldwide Business Elite – the minefield for corporate and consumer advertisers - awaits to hear from you. Request counts today ([http://www.flyingpost.com/login\\_list\\_fr.php](http://www.flyingpost.com/login_list_fr.php)) and take advantage of our **Special Summer Offer : 20% OFF on all files above, worldwide.\***

*\* Offer valid from July 22<sup>nd</sup> until August 22<sup>nd</sup>, 2003 excluding Japan, Korea, Singapore, Hong Kong, and Scandinavia.*

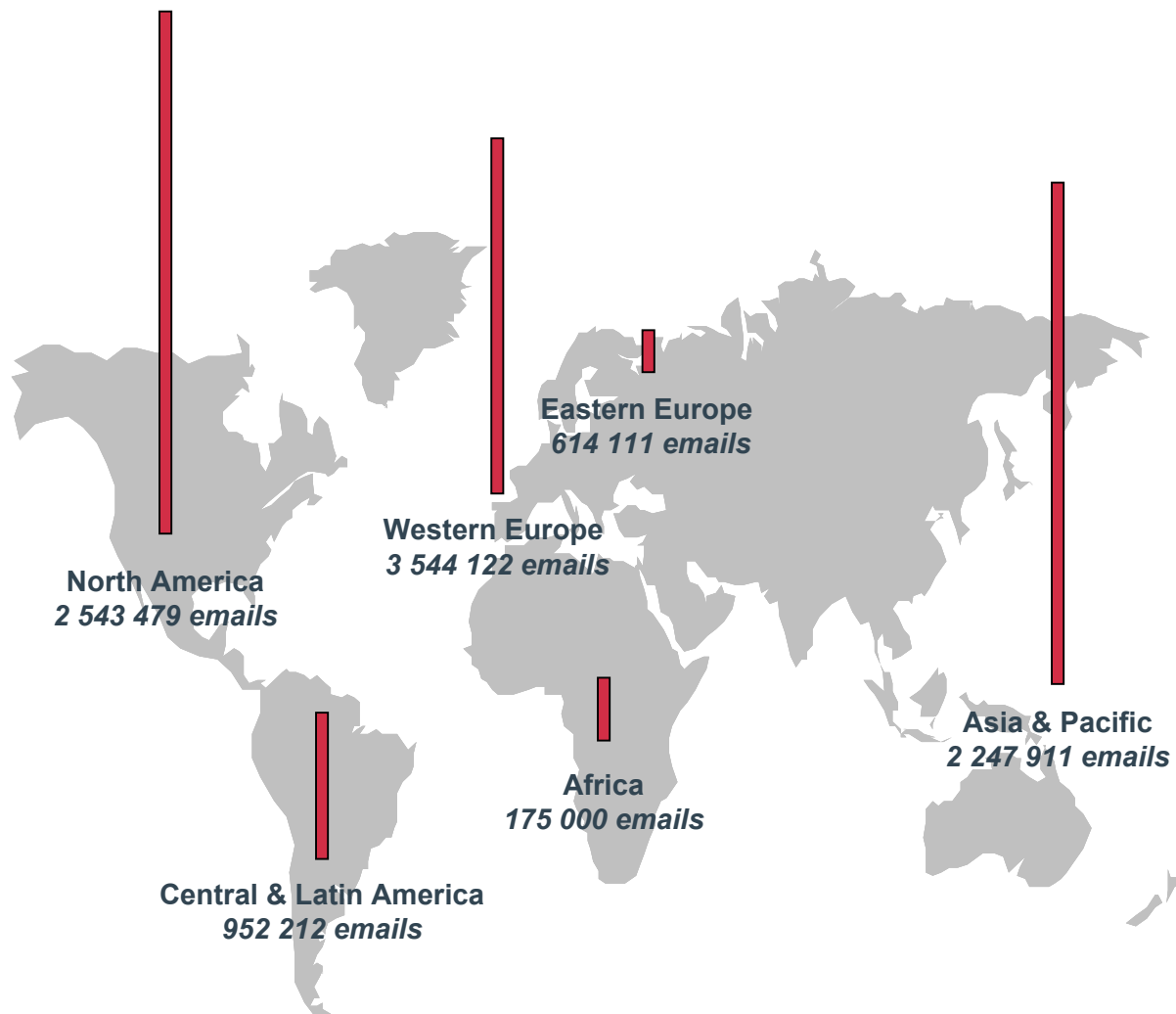
# FLYINGPOST Business Elite

## Double optin lists break down



**FlyingPost**

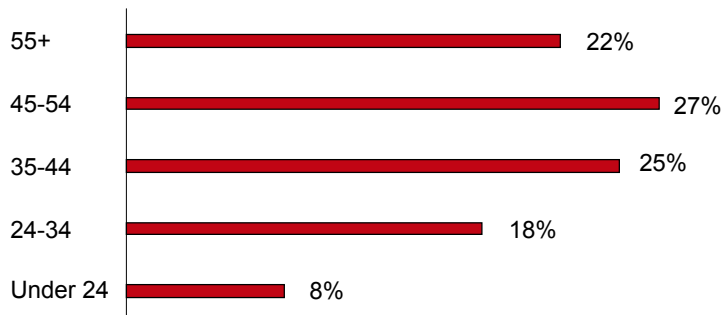
"Talking to the world"



➤ **Over 10 million Corporate Decision Makers and Influencers all around the world.**

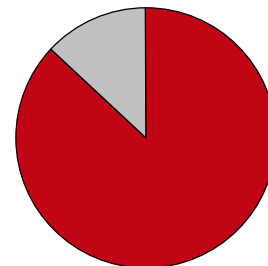


## Age



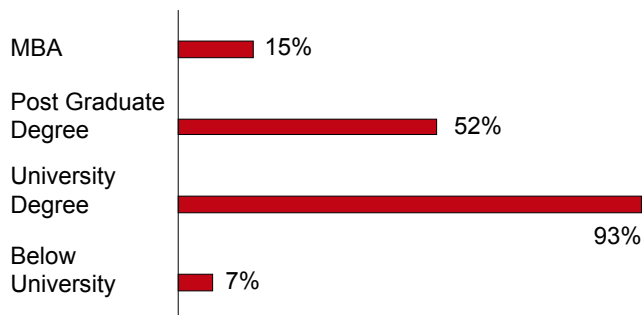
## Gender

Women (13%)

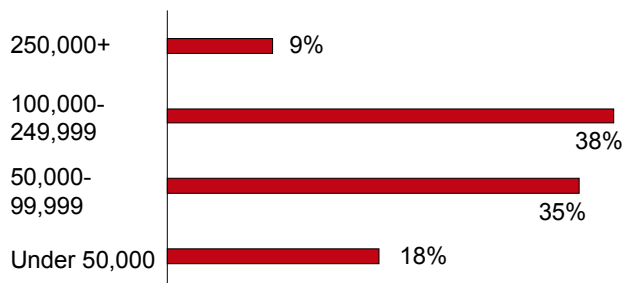


Men (87%)

## Education

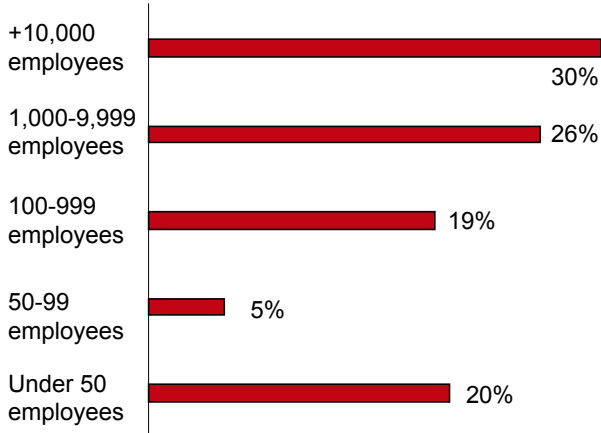


## Annual personal income (US \$)

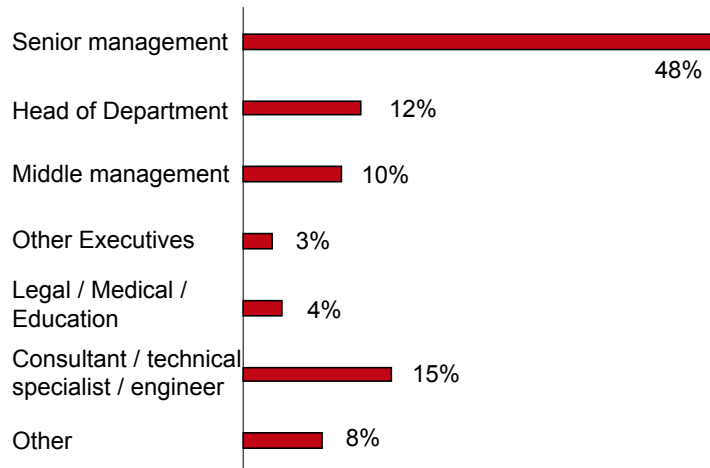


**High personal spending power** of our members makes them a perfect target group for luxury goods, travels and holidays, financial products and for a full range of high-tech products.

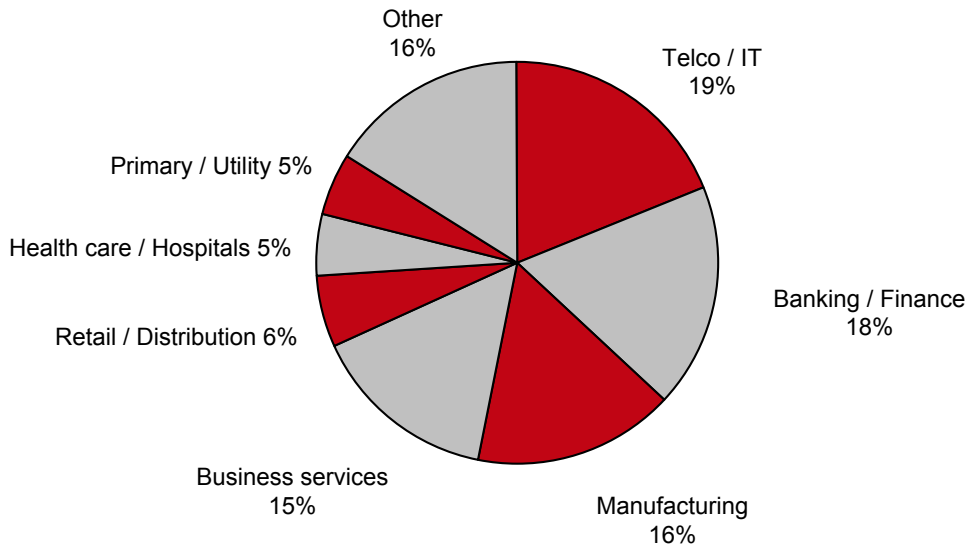
**Company size**



**Job title**

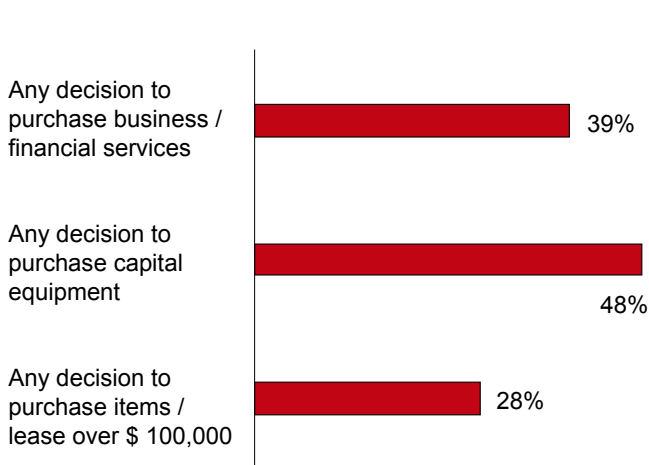


**Area of activity**

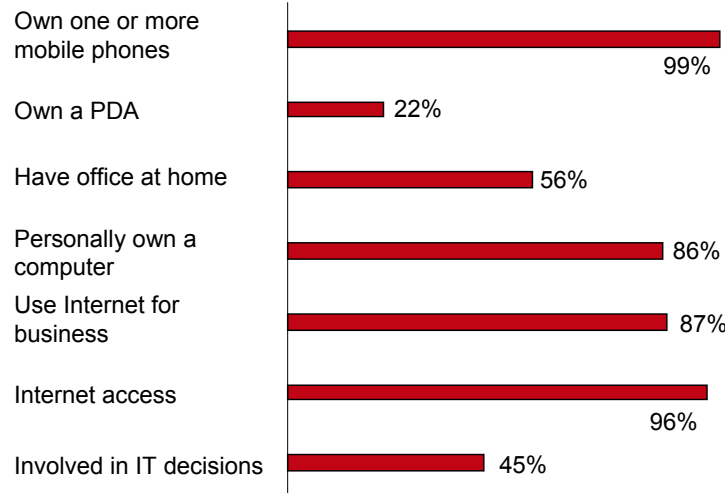


**An audience with strong market power:** our members are organizations decision makers - a must that you would want to reach, when promoting B2B goods and services

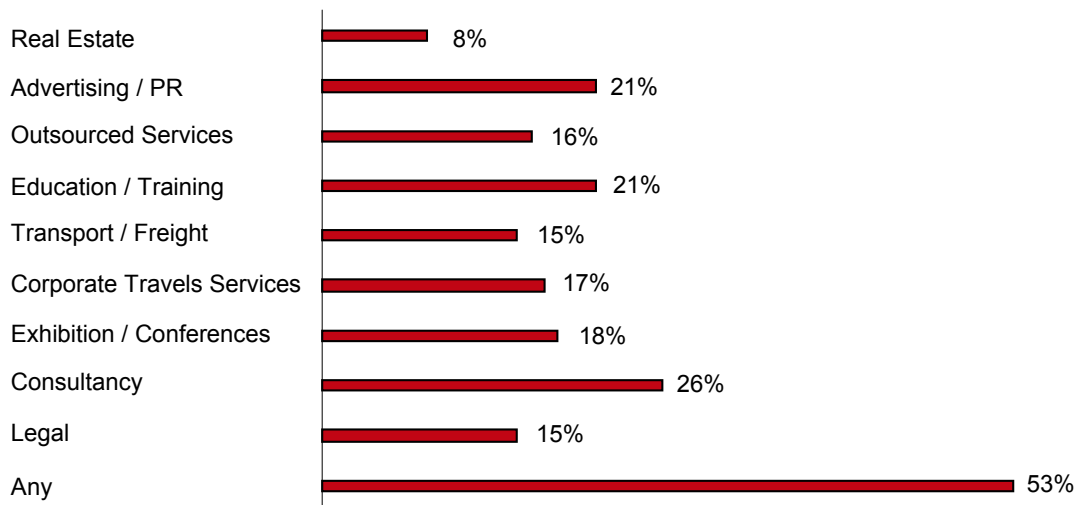
**Purchasing involvement (last year)**



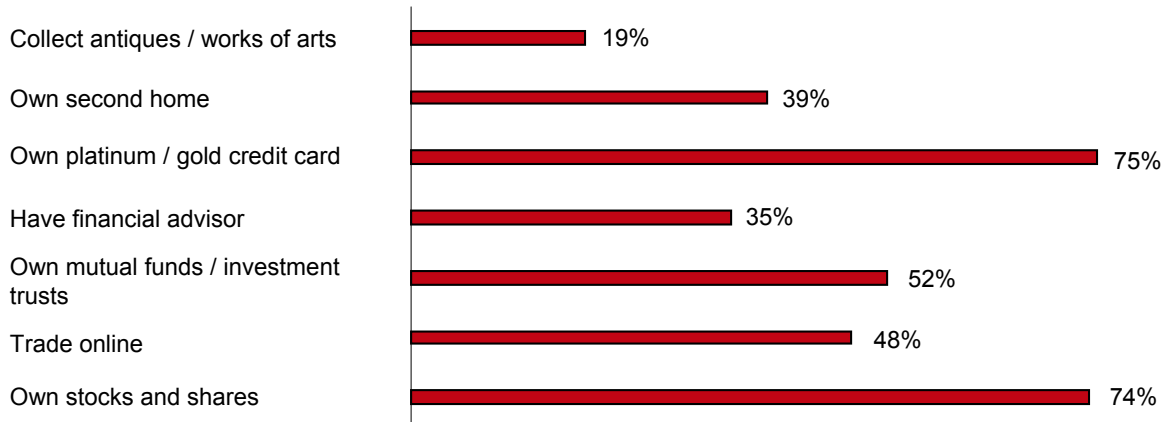
**IT influent**



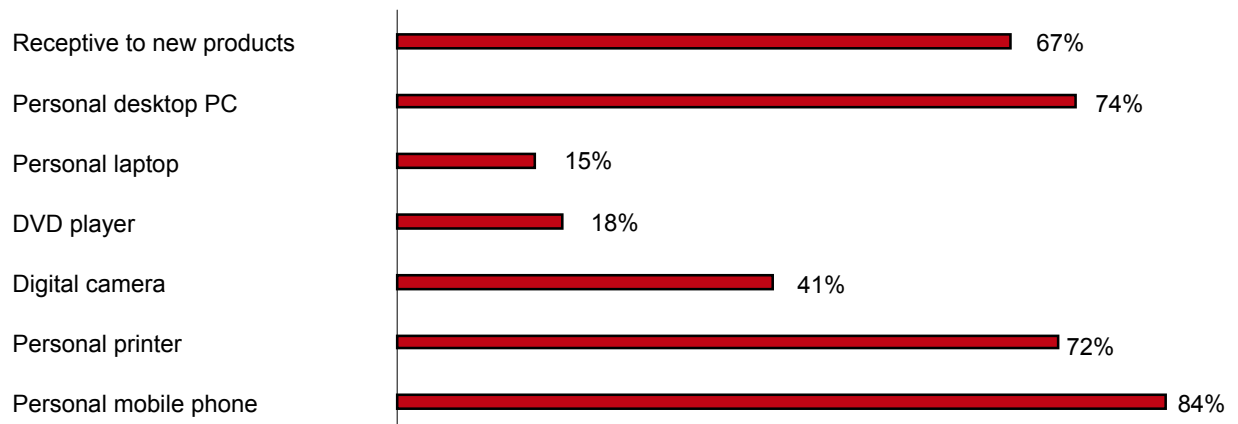
**Purchasing business services**



### Financial investments



### Ownership of high-tech goods



**Our members are early adopters** – first to try new and innovative products. They help new products gain fast and wide acceptance.

- ✓ Clients are searching for the most **response driven advertising opportunities**. We provide them.
- ✓ With return on investment a key performance indicator for any campaign, the need to **quantify impact** is paramount.
- ✓ Success stories and the established performances of **FlyingPost email advertising history** are the **guarantees of your ROI**.
- ✓ FP online direct marketing package offers clients an **accountable, creative and efficient response-driven advertising vehicle**.



Our Business Elite lists produced outstanding results for many of our marquee clients – among most recent are:

### Automotive

BMW, Citroën



### Banking & Finance

Royal Bank of Scotland, Swiss Invest, E. Trade, Cofidis



### Building Construction

Araldite



### Government Institutions...

Transport of London (TFL), Royal Navy, Japanese Research Institute



### IT & Internet

Adobe, Altavista, BT, Canon, Cisco, HP/Compaq, Intel, Microsoft, Mitsubishi, Xerox



### Telecom

Nokia, Vodafone



### Travel

British Airways, InterContinental Hotels & Resorts, Air New Zealand, Iberia



### Universities and Research Institutes

American Intercontinental University, MediaLab



They also used our premium B2B opt-in lists: SwissInvest, Amazon, BASF, Absolut.com, Daewoo, E-Trade, ATG, Asda, MGM, 20 Century Fox, Halifax, IBM, and many others marquee clients, ...