

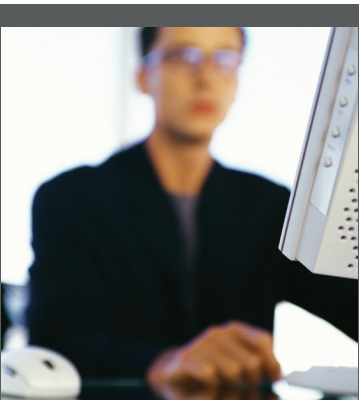
Government Business DATABASE

The Government Database is a complete and accurate vessel containing over 21,000 contacts. We supply data to clients ranging from small or new Companies through to large, well known manufacturers and Government departments.

OUR PROMISE TO YOU

Our Data Contains:

- 100% Names
- 100% Job Titles
- 100% Organisation Name
- 100% Organisation Type
- 100% Phone Numbers
- 100% Email Addresses
- 100% Postal Addresses



Business Information for Local and Central Government

ABOUT US >>>



We are the UK's largest and most successful publisher of Public Sector magazines, websites, and e-newsletters. Additionally we are the organiser of Public Sector business seminars, workshops, roadshows and "meet the buyer" events which compliment our range of products.

Our publications are respected within the Public Sector. In fact, topical contributions are regularly carried from government ministers, public sector analysts, conference speakers and industry experts on a wide range of subjects that are of specific interest to local and central government buyers.

PSI's longstanding magazines, internet sites and events have allowed us to build unrivalled access to senior Public Sector decision makers.

Thousands of organisations from across the world use PSI's media portfolio to obtain key decision makers.

DMA – Data & Marketing Association

PSI is a member of The Data & Marketing Association (DMA), whose members champion the way things should be done through a rich fusion of technology, diverse talent, creativity, insight which is underpinned by customer-focussed principles. Over 1,000 members drawn from the UK's data and marketing landscape work responsibly, sustainably and creatively. Together with its members the DMA drives the data and marketing industry forward to meet the needs of people today and tomorrow.



OUR CLIENTS INCLUDE:



Business Information for Local and Central Government

WHAT WE DO >>>

WHAT WE DO:

- We will provide you with the **UK's best value mailing list**, tailored to your individual needs.
- We research and provide **the most accurate and complete database** of Government contacts and organisations in the UK.
- Specially researched and compiled for direct marketing purposes, our new database contains **over 21,000 high level contacts** within Local and Central Government.

HOW DO WE DO IT?

- We employ a dedicated and experienced team of researchers who are constantly updating our data.
- Individuals are contacted directly and their details are updated instantly.
- Details we hold for organisations are re-verified allowing us to record both structural and individual changes.
- Regular interaction with our contacts allows us to maintain extremely accurate data so each contact is on average no more than 4 months old.
- As many of our contacts are customers of our own products, we are frequently made aware of updates and imminent changes directly from source.
- Our customers fall under the complete Government spectrum and include Local Authorities, Central Government Departments and Agencies and all other relevant organisations.

We are absolutely committed to understanding your requirements. We will produce a bespoke data marketing package, finely tuned to target your new clients.

WHAT SETS PSI GROUP ASIDE FROM OTHER PUBLIC SECTOR DATA PROVIDERS?

- We are the UK's largest and most successful publisher of Public Sector magazines, websites and e-newsletters.
- We are the organiser of Public Sector business seminars, workshops, roadshows and "meet the buyer" events which compliment our range of products. (This means we have the largest range of accessible and receptive Government contacts available in the UK)
- We provide the most accurate and complete database of Government contacts and organisations in the UK.
- We are passionate about our data (our researchers refer to the data as their "kids"!)
- We understand the impact we can have on your business by supplying you with contact information for top level personnel and decision makers.

We want you to be successful!

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OUR CONTENT >>>

OUR GOVERNMENT DATABASE CONTENT –

- Government Business Data contains: **21000+** contacts
- **Central Government:** including Ministry of Defence, the Cabinet Office, Local Authorities and a wide range of other national Non-Departmental Public Bodies.
- Our dataset includes managerial staff and decision makers within the UK. Job titles vary widely so you can also categorise individuals by their organisation type to identify responsibilities covering everything from HR to Procurement.
- **Local Government:** including Councils, Police and Fire Authorities/ Forces/Services to Parks/Transport and Passenger Authorities.
- The number of contacts and depth of information is constantly being expanded with new functions and statutory positions. The database is extensively categorised by organisation type/level of management.
- Our data is up to four months old at any given time. If you experience inevitable hard bounces or goneaways we will happily re-research the contact for you.

Choose our **GOLD** package for access to email addresses and phone numbers!

We have supplied over 10,000 customers with data lists

Area of Government	No. of Contacts
Local Authority Officers	12170
Finance/Audit	623
Law/Risk/Governance	1412
Safety/Security	593
Emergency Services	1452
Prison Service	252
Information Technology	511
Building/Planning	1227
Sports/Leisure	720
Parks/Green Spaces	322
Facilities/Maintenance	414
Transport/Fleet/Logistics	416
Waste Management/ Environmental Services	1177

Figures accurate at time of publication,
Call 0208 532 0055 for up to date information

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EMAIL & TELEMARKETING DATABASE DETAILS

The PSI Group's GB Database is the basis for a range of lists, products, consultancy and bespoke services that we provide to a wide and diverse set of clients from small specialist suppliers to the largest Government departments

EMAIL BROADCASTS

Using the GB database, we can help you run successful email marketing campaigns which provide click through rates for each call to action featured in your message. We can also help with designing your email campaign.

MIXED MEDIA PACKAGES

The GB database can also be used as part of a total marketing solution to reach the public sector, including print advertising in Government Business Magazine and a web presence on governmentbusiness.co.uk.

Sounds good doesn't it?!!

**All this
with
data!!**

Deluxe Prices starting from £3495	Full page advert in GB magazine	800 word website profile on website	MPU on GB website	Bespoke email broadcast	50 word newsletter entry
Premium Prices starting from £2995	1/2 page advert in GB magazine	400 word website profile on website	BUTTON on GB website		50 word newsletter entry
Standard Prices starting from £1195	1/4 page advert in GB magazine	200 word website profile on website			50 word newsletter entry

Unique Visitors: **24249**

Monthly Visitors: **68054**

Newsletter Mailing List: **10871**

Watch your internet presence explode when you advertise with us!

See table or visit www.governmentbusiness.co.uk/media-information.

We can offer special products such as coverwraps, gatefolds and bellybands, to allow you to have the best advertising in the magazine and make sure you have maximum exposure to Government employees.

Our editorial in the magazines cover in-depth knowledge in areas such as housing, procurement, technology and human resources.

Once we have established your target market, we can select the data that offers you the most effective solution. As well as geographically by postcode, the GB database can be filtered by specific Job Titles, organisation, organisation type, post code, just about anything you require.

**<<< EXAMPLE OF OUR MIXED MARKETING
PACKAGES INCLUDING PRINT AND DIGITAL**

Business Information for Local and Central Government

CALL US NOW AND SELECT YOUR PACKAGE!!!

Introductory Offer – Buy Data NOW for 50% off listed prices! Call: 0208 532 0055

Data Fields	Per Thousand* (3 months)	Per Thousand* (6 months)	Per Thousand* (12 months)
BRONZE Title, First Name, Last Name, Job Title, Organisation & Address	£195.00	£245.00	£295.00
SILVER Title, First Name, Last Name, Job Title, Organisation, Address & Telephone* ¹	£245.00	£295.00	£395.00
GOLD Title, First Name, Last Name, Job Title, Organisation, Address, Telephone* ¹ & Email	£295.00	£395.00	£495.00

*** Minimum order value is £495.00. Prices excluding VAT.**

***¹ At least one telephone number, but frequently two will be provided**

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