

# Accurate data for precision marketing



e-casting » **list** rental



water energy  
& environment

TRI MEDIA DIRECT



# Introduction...

## Who are we?

Tri-Media Direct is the database and digital marketing division of Western Business Publishing, Progressive Media and Western Business Exhibitions. As specialist b2b publishers and exhibition organisers since 1992 the group currently owns five market leading journals and four exhibitions as well as operating a wide range of websites and email news services. Further details of our portfolio are shown below.

## Rent only the highest quality data

Each of our journal circulations is audited by the ABC (Audit Bureau of Circulations) and our experienced data management team uses both in house and other specialist teams to clean and verify reader data on a daily basis. Each title currently offers a 100% requested circulation guaranteeing that any data you rent from us will be of the highest quality.

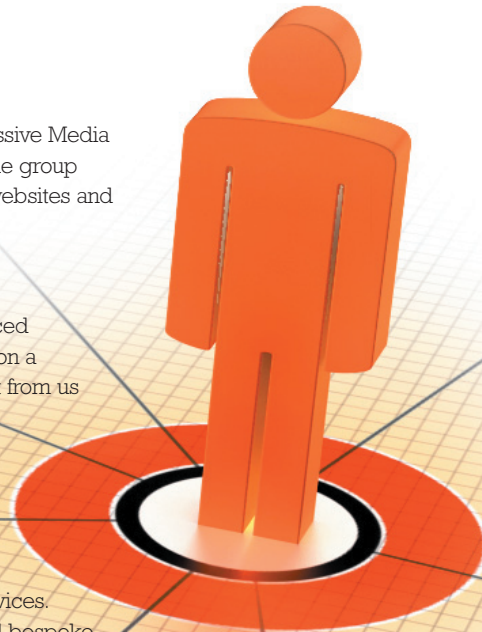
Renting data for your direct mail campaigns is quick and easy. All counts are free of charge and data will normally reach you ready for mailing within 24 hours of agreeing your rental or leasing contract.

## New e-casting services

Since 2004 we have provided marketers with access to decision makers via our email newsletter services. New from 2009 is our e-casting service. Using our live email database of opted in buyers we can send bespoke email messages direct to the inboxes of your target audience. The combination of carefully selected email addresses and our in-house design service will ensure the timely delivery of your sales message with clear and reliable feedback at very competitive prices.

## Free counts and data collation

You can use the enclosed count form (or download one from the advertisers area of any of our web sites) to obtain a free count with no obligation. Please feel free to contact our direct marketing team to discuss your requirements and for assistance in planning effective postal and email campaigns.



# Access lists from all these brands...

IP&E is dedicated to promoting excellence in industrial efficiency. IP&E covers all the issues associated with the management of Manufacturing, Factories, Maintenance, H&S, Technology, Energy, Materials, Premises and much more. Published since 1992, it is distributed to readers across a broad range of industries.  
**[ipesearch.com](http://ipesearch.com)**



Every issue of Health & Safety Matters keeps its readers up-to-date with the latest products and service developments through its eight core sections. The only independent magazine dedicated to H&S, it is a must read for those responsible for the safety of their staff and facilities. HSM is the only H&S industry magazine that allows third party prospecting to its circulation. **[hsmsearch.com](http://hsmsearch.com)**



Water energy & environment delivers its readers insight into the procurement of energy and reports via in-depth articles, innovative products and services that aid the efficient control of utilities and facilities. It uniquely exploits the synergy between energy management, water management & environmental best practice. **[energy-online.net](http://energy-online.net)**



HSS is the materials handling and logistics sector's most comprehensive magazine, covering the spectrum of products and services designed to boost productivity and profitability. For busy specifiers, it is an invaluable source of knowledge and industry information. **[hsssearch.com](http://hsssearch.com)**



# e-casting...

Contact thousands of customers within minutes. e-casting provides the opportunity for companies to communicate with their target audiences quickly and cost-effectively – **direct mail by e-mail**. It can deliver information or drive people to your website and is particularly effective for:

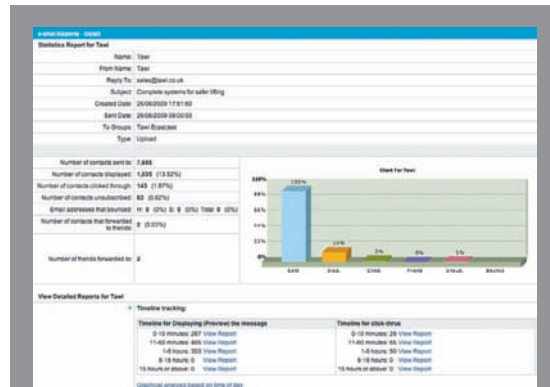
- New product launches
- Newsletters (end-users and distributors / agents)
- Increasing web traffic
- Delivering digital brochures and in-house publications
- Driving exhibition visitors to your stand
- Conferences / exhibitions / seminars
- Auctions / used equipment sales

## How does it work?

- Select the audience by industry, job function, or geographically  
*(Use the enclosed count form or download one from any of our websites)*
- You create the e-mail content in both html and text-only formats  
*(Tri-Media Direct can also provide this service)*
- When you are satisfied with the content, layout and design, the campaign is launched at a time specified by you
- We provide detailed campaign analysis and feedback in addition to standard metrics such as open and 'click-thru' rates

## Timing

Campaigns can be launched within 48 hours of receipt of the e-mail content and experience tells us that 80% of the response is made within the first 48 hours.



Comprehensive reporting is available to enable you to quickly measure the success of your campaign, and help you to tailor subsequent followup emails

Examples of emails sent by some of our clients...



With the largest circulation in its market, Cleaning Matters brings readers information on the latest products and techniques that aid the tasks of cleaning. Assisting the reader in their day-to-day business with a focus on best-practice and innovative products and services.



[cleaning-matters.co.uk](http://cleaning-matters.co.uk)

IP&E Ireland was launched to provide industrial marketers with a much needed quality channel to the lucrative Irish market. Now being received by more than 8500 senior decision makers across Ireland's core manufacturing and engineering sectors, IP&E Ireland's readership data will be available for rental and lease from late 2009.



[ipeireland.com](http://ipeireland.com)



The Energy Event attracts visitors from industrial, commercial and public sector sites from across the UK. A range of conferences and seminars offer delegates a true insight into tomorrow's energy market.

[theenergyevent.com](http://theenergyevent.com)



This series of three regional exhibitions is attended by thousands of health and safety professionals. A comprehensive seminar programme attracts senior managers and directors from industrial, commercial and public sector organisations.

[healthandsafetyevents.co.uk](http://healthandsafetyevents.co.uk)

# How much does it cost...?

<b>Direct mail list rental</b>	£175 / 1000 contacts (minimum order £350)	<b>How do I request a count?</b> <ul style="list-style-type: none"><li>• Please use the count form enclosed and fax it to 01342 333700</li><li>• Download a count form from any of our websites (see 'advertisers area')</li><li>• Request your count form by email – <a href="mailto:info@tri-media.co.uk">info@tri-media.co.uk</a> or call 01342 333718</li></ul>
<b>e-casting</b>	£350 / 1000 contacts (minimum order £1000)	
<b>Dual rate</b> (Direct mail and e-cast)	£495 / 1000 contacts (minimum order £1000)	
<b>Telephone data</b> (only offered in conjunction with direct mail list rental)	£400 / 1000 contacts	

**Multi-use discounts are available**

## HTML e-cast copy guidelines

- Keep your email as clear and concise as possible. Less is more!
- Choose your subject line carefully. It needs to grab the attention of the recipient
- Keep branding close to your website for customers to recognise you as the sender
- Remember to keep the most important information towards the top of your email, as this will be displayed in preview panes
- Minimise the use of images, but where you have used images, always include the 'alt' tag.
- Remember the limitations of email clients rendering HTML – no scripting, forms or Flash.
- Don't rely on images and CSS for your email – develop your email content to degrade gracefully in the event that your email is rendered as text-only by the recipient's email software.

## The small print

- 12 month lease agreements are available – please contact the sales team
- Direct mail list data will only be released on receipt of a signed usage agreement
- All single use rental agreements expire after 3 months (postal and telephone)
- 'Sleepers' are automatically included in all list data



TRI MEDIA DIRECT

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TRI MEDIA DIRECT

FAX BACK ON 01342 333700
FOR YOUR FREE COUNT

Please complete your details

Name
Job Title
Company Name
Company Address
Postcode
Email
Telephone
Fax

Follow the steps:

- 1. Choose the job titles
2. Choose the industry
3. Choose the geographical area
4. Choose the source magazine
5. Choose the company size
6. Fax your selections to 01342 333700

I require: (please tick)

- List rental
e-casting
Telephone numbers

Job Titles

- 0 All
1 Chief Executive
2 Distribution Director
3 Engineering Director
4 Estates Director
5 Financial Director
6 IT Director
7 Logistics Director
8 Managing Director
9 Manufacturing Director
10 Operations Director
11 Plant Director
12 Principal/Partner/Proprietor
13 Production Director
14 Project Director
15 R & D Director
16 Technical Director
17 Works Director
18 Sales Directors (CLM)
19 Scheduling Manager
20 Domestic Managers (CLM)
21 Accounts Manager
22 Sales & Marketing (CLM)
23 Sales Director (CLM)
24 Other Directors
25 Building Services Manager
26 Contracts Manager
27 Distribution Manager
28 Energy Manager
29 Engineering Manager
30 Environmental Manager
31 Estates Manager
32 Facilities Manager
33 Factory Manager
34 General Manager
35 Health & Safety Manager
36 IT Manager
37 Logistics Manager
38 Maintenance Manager
39 Manufacturing Manager
40 Materials Manager
41 Operations Manager
42 Parts Manager
43 Plant Manager
44 Process Manager
45 Production Manager
46 Project Manager
47 Purchasing Manager
48 Quality Manager
49 R & D Manager
50 Site Services Manager
51 Stores Manager
52 Systems Manager
53 Technical Manager
54 Training/Personnel Manager
55 Warehouse Manager
56 Works Manager
57 Business Development Manager

- 58 Corporate Management (CLM)
59 Contract Cleaning & Support (CLM)
60 Purchasing Managers / Supervisors (CLM)
61 Estate/Facilities/Maint Mngrs (CLM)
62 Environmental Health Management (CLM)
63 Hygiene Managers / Supervisors (CLM)
64 Catering Managers / Supervisors (CLM)
65 Other Manager
66 Chief Engineer
67 Design Engineer
68 Electrical Engineer
69 Electronics Engineer
70 Energy Engineer
71 Environmental Engineer
72 Facilities Engineer
73 Factory Engineer
74 Instrument Engineer
75 Maintenance Engineer
76 Manufacturing Engineer
77 Mechanical Engineer
78 Plant Engineer
79 Process Engineer
80 Production Engineer
81 Project Engineer
82 R & D Engineer
83 Services Engineer
84 Site Engineer
85 Utilities Engineer
86 Works Engineer
87 Caretaking/Housekeeping Mgt (CLM)
88 Training / Quality Managers (CLM)
89 Works Directors / Managers / Eng'rs (CLM)
90 Other Engineer
91 Buyer
92 Architect
93 Consultant
94 Health & Safety Officer
95 Training Officer
96 Teacher / Lecturer

Industry

- 0 All
1 Agriculture/Forestry & Fishing
2 Contract Clng & Support Services (CLM)
3 Carpet & Upholstery Cleaners (CLM)
4 Janitorial Suppliers/Distributors (CLM)
5 Retail / Hotel / Leisure (CLM)
6 Educational (CLM)
7 Transport Terminals / Systems (CLM)
8 Industrial / Manufacturing Site (CLM)
9 Healthcare Establishments (CLM)
10 Offices / Commercial Premises (CLM)
11 Mining & Quarrying
12 Local Authorities/Gov Facilities (CLM)
13 Electricity/Gas/Water Supply
14 Basic Metal & Fabrications
15 Non Metallic Mineral Products

- 16 Chemical / Pharmaceutical Industries
17 Manufacturer of Office Equipment
18 Mechanical Engineering
19 Machinery Manufacture
20 Electrical & Electronic Engineering
21 Motor Vehicles & Parts
22 Other Transport Equipment
23 Instrument Engineering
24 Food / Drink / Tobacco
25 Textiles
26 Leather Goods / Clothing
27 Wood & Wood Products
28 Pulp / Paper / Paper Products
29 Rubber & Plastics
30 Other Manufacturing
31 Construction
32 Architects / Consultants
33 Distribution
34 Retail
35 Hotels & Restaurants
37 Transport / Communication / Banking
38 Banking & Finance
39 Business Services
40 National & Local Government
41 Education
42 Research & Development
43 Medical & Other Health Service

Geographical Areas

- All Areas
All Areas excluding Scotland & NI
Carlisle
Devon & Cornwall - Exeter
Devon & Cornwall - Plymouth
Devon & Cornwall - Truro
Dumfries & Galloway
East Anglia - Cambridge
East Anglia - Ipswich
East Anglia - Norwich
Midlands - Birmingham
Midlands - Coventry
Midlands - Derby
Midlands - Guernsey
Midlands - Jersey
Midlands - Leicester
Midlands - Milton Keynes
Midlands - Northampton
Midlands - Oxford
Midlands - Peterborough
Midlands - Shrewsbury
Midlands - Stoke on Trent
Midlands - Wolverhampton
North East England - Darlington
North East England - Mids'boro
North East England - Newcastle
North West England - Bolton
North West England - Chester
North West England - Crewe
North West England - Isle of Man
North West England - Liverpool

- North West England - Manchester
North West England - Oldham
North West England - Preston
North West England - Stockport
Northern Ireland
Nottingham
Portsmouth
Scotland - Aberdeen
Scotland - Edinburgh
Scotland - Glasgow
Scotland - Inverness
South Coast - Bournemouth
South Coast - Southampton
South East - Canterbury
South East - Chelmsford
South East - Croydon
South East - Dartford
South East - Farnborough
South East - Gatwick
South East - Greenford
South East - Hemel Hempstead
South East - Jubilee
South East - London Central
South East - London East
South East - London Paddington
South East - London South
South East - London West
South East - Maidstone
South East - Romford
South East - Southend
South East - Stevenage
South East - Tonbridge
South East - Watford
South Wales - Cardiff
South Wales - Newport
South Wales - Swansea
South West - Bath
South West - Bristol
South West - Gloucester
South West - Hereford
South West - Reading
South West - Swindon
South West - Worcester
Yorkshire - Bradford
Yorkshire - Doncaster
Yorkshire - Halifax
Yorkshire - Huddersfield
Yorkshire - Hull
Yorkshire - Leeds
Yorkshire - Sheffield

Magazines

- 0 All
1 HSM
2 HSS
3 IPE
4 WEE
5 CLM
6 IPE Ireland

Company Size

- 1 1-99
2 100-199
3 200-499
4 500-999
5 1000+
6 All

FOR MORE INFORMATION CALL THE SALES TEAM: 01342 333718
OR EMAIL: INFO@TRI-MEDIA.CO.UK