

MARKETWISE

INTERNATIONAL

SCIENTIFIC

MAILING LISTS

and

MAILING SERVICES

2012



INTERNATIONAL MAILING LISTS

We offer a series of high quality international Life Science and Biomedical mailing lists for rental. The lists cover academic, government and medical establishments as well as biotech, chemical, and pharmaceutical industries. There are specialised lists of scientists working with the following applications:

CELL BIOLOGY GENOMICS MOLECULAR BIOLOGY PROTEOMICS

We also have two specialised lists covering the following areas of research:

CANCER RESEARCH DRUG DISCOVERY

The mailing lists are compiled from various sources and are continuously updated to maintain the quality. Our email database is used almost weekly to ensure it is kept up to date. Only *named* scientists are held on the database – the vast majority are qualified to PhD level; Directors and Department Heads are included.

A large selection of countries is available for the following global regions:

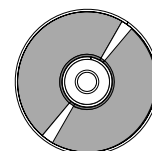
EUROPE NORTH AMERICA ASIA-PACIFIC AUSTRALASIA

Please see the following pages for list selections and the numbers available for each country.

MAILING LIST OPTIONS

POSTAL MAILING LISTS

We can provide postal mailing lists as disk files (Excel™) so that you can print your own addresses – the files are usually supplied by e-mail. To take this option you would need to sign a data protection Agreement governing use of the mailing list – an Agreement Form can be sent to you on request.



Wherever possible, European addresses are written in local language for more reliable mail delivery. Almost all addresses have a postal (zip) code and can be sorted by postal code on request. Mailing lists and options are best ordered using our mailing list Rental Order Form which can be sent to you on request.

EMAIL ADDRESS LISTS

For data protection reasons we cannot supply email address lists but we offer a comprehensive emailing service. All you would need to do is supply your email material (eg. html file) to us together with the subject title. We can usually blast the email on a date that you specify. We can provide a detailed statistics report on the result of the email blast and a full address and telephone list for the recipients who click on the links in your email.

MARKET SELECTIONS

For more precise targeting of your mailing list we can select scientists who are working in specific *Markets* and *Disciplines*. The choices are shown below.

MARKETS

- Agricultural Research
- Biotechnology Industry
- Chemical Industry
- Diagnostics Industry
- Environmental Monitoring
- Food & Beverage Industry
- Government Research
- Hospitals (Clinical Laboratories)
- Medical Research
- Pharmaceutical Industry
- Testing & Analysis Industry
- University (Non-Medical)
- Veterinary Research



DISCIPLINES

1 Analytical Chemistry	2 Anatomy	3 Bacteriology	4 Biochemistry
5 Bioinformatics	6 Biology	7 Biophysics	8 Biotechnology
9 Botany/Plant Science	10 Cell Biology	11 Chemistry	12 Clinical Chemistry
13 Cytogenetics	14 Dermatology	15 Endocrinology	16 Food Science
17 Genetics	18 Haematology	19 Immunology	20 Medicine
21 Microbiology	22 Molecular Biology	23 Neuroscience	24 Nutrition
25 Obstet/Gynaecology	26 Oncology	27 Ophthalmology	28 Paediatrics
29 Parasitology	30 Pathology	31 Pharmacology	32 Pharmacy
33 Physics	34 Physiology	35 Psychiatry	36 Quality Control
37 Surgery	38 Toxicology	39 Virology	40 Zoology

SELECTION

You can select both categories, eg. "Genetics in Medical Research" or you can have multiple selections such as "Genetics and Molecular Biology" in "Medical Research and University" etc. We would be pleased to provide numbers by country for any selections *free of charge*.

MAILING LIST BREAKDOWN

EUROPE									
Country	Number of Named Scientists by Application Area								
	Life Science/ Biomedical †	Biotech/ Pharma #	Drug Discovery	Medical Research	Cancer Research	Cell Biology	Genomics (DNA/RNA)	Proteomics (Proteins)	Molecular Biology *
Austria	570	80	45	300	40	190	280	180	400
Belgium	1,040	200	115	440	30	270	480	250	630
Czech Republic	220	20	5	60	10	100	70	40	100
Denmark	940	360	225	230	40	150	310	240	470
Finland	460	70	20	280	10	150	240	90	300
France	6,300	550	340	3,200	320	2,200	3,300	1,900	4,400
Germany	6,000	1,200	630	2,300	230	1,700	3,000	1,720	4,050
Greece	250	0	0	110	5	40	170	60	220
Hungary	340	60	40	120	10	130	100	70	150
Ireland	580	50	20	180	30	100	230	110	300
Italy	3,350	330	250	1,800	250	900	1,630	1,250	2,500
Netherlands	1,500	240	100	780	75	360	730	340	930
Norway	500	50	10	320	145	160	260	110	330
Poland	420	20	15	120	15	120	150	90	200
Portugal	220	0	0	50	0	30	150	70	190
Russia	500	20	10	200	10	100	300	160	400
Spain	2,200	110	70	720	195	530	1,300	510	1,600
Sweden	1,420	330	210	770	95	310	520	380	780
Switzerland	1,620	580	440	520	70	520	660	530	960
United Kingdom	14,000	2,250	1,630	5,100	1,020	2,800	4,500	2,700	6,000
TOTAL	42,430	6,520	4,175	17,600	2,600	10,860	18,380	10,800	24,910
REST OF THE WORLD									
Australia	1,920	140	55	920	260	440	1,300	480	1,550
Canada	3,400	560	370	1,850	130	630	1,020	600	1,400
China	400	20	10	140	30	50	250	50	300
India	360	90	70	60	0	20	200	35	220
Israel	640	80	25	190	10	200	330	200	440
Japan	3,300	700	570	1,300	130	800	1,800	1,050	2,400
United States	27,300	10,000	6,450	11,100	1,550	4,400	7,000	6,100	11,800

† "Life Science/Biomedical" comprises scientists working in all application areas and is the total number available for each country.

All contact names in the Biotechnology and Pharmaceutical industries.

* "Molecular Biology" is a combination of the Genomics and Proteomics lists.

Note: Column numbers cannot be added together and numbers are subject to variation. Numbers for other countries in Europe, Asia, and the Far East are available on request.

MAILING SERVICES PRICE LIST

January 2012

Service Description	Price		
	GB £	euro*	US \$*
Mailing list or e-mail list rental (per 1000 names/addresses)	£160	€190	\$255
Setting up one letter and mail merge with database or setting up e-mailing message page from supplied html file	£50 [§]	€60 [§]	\$80 [§]
Laser printing on customer's letterhead paper (per page)	£30	€36	\$48
Envelopes DL (white, for folded letters, 235x114mm size)	£20	€24	\$32
Envelopes C5 (white, for A5 material, 229x162mm size)	£25	€30	\$40
Envelopes C4 (white, for A4 material, 324x229mm size)	£40	€48	\$64
Envelope filling and sealing (per item - includes folding) [¶] for DL and A5 sizes only	£20	€24	\$32
Envelope filling and sealing for C4 size (per item) [¶]	£25	€30	\$40
Addressing/postage franking of envelopes [†]	£20	€24	\$32
E-mailing message to e-mail address list	£20	€24	\$32
E-mailing result statistics report	£50 [§]	€60 [§]	\$80 [§]
List of e-mail "click-through" contact addresses	£50 [§]	€60 [§]	\$80 [§]

Note: All prices are per 1000 except for those marked § which are per single letter or e-mail message.

Postage prices are dependent upon total weight of the mailing package and country destinations. Please request a quotation for accurate postage prices.

* euro and US dollar rates are subject to change. Please contact us for current prices. All quotations will be priced in GB£.

[¶] Discount may be given for multiple items depending on type of material.

[†] For personalised letters we use window envelopes which require printing of postage mark.

TERMS

Prices exclude VAT (applicable to orders from UK customers) and are subject to change as necessary.

For large mailing jobs, pre-payment of postage is required before mailing is done.

The time required to complete a mailing job is 3-10 days, depending on the number of addresses and the type of work required.

E&OE

MARKETWISE

☞ **SCIENTIFIC MAILING LISTS**

☞ **WORLDWIDE COVERAGE**

☞ **MARKET SELECTIONS**

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☞ **COMPETITIVE PRICES**

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