



datacard

## Mexican Top Executives E-mail

Counts Through April 2010

Updated May 2010

### Overview:

62,997 E-mail \$300/M

### Description:

Direcciones S.A. offers you named individuals, all top executives, and each one a decision maker, from 22,713 corporations in the Republic of Mexico.

Top executives in senior management as well as the head of manufacturing, marketing and finance.

All named individuals together control an estimated 70% of private enterprises of the Mexican GDP. Personal income is higher than the national average.

Corporate Function/Company E-mail/Personal E-mail:

General Management.Staff/13,024/6,778

Finance.Admin.Audit/8,109/3,649

Engineering.Investigation.Design.R&D/966/533

Manufacturing.Production.Maintenance/6,061/2,858

Marketing.Sales.Advertising/6,306/3,287

Personnel.HR.Industry Relations.Training/2,807/2,552

Purchasing.Import/2,070/881

System.MIS/2,053/1,067

"Company" is a general e-mail address

Example: Infocore@infocore.com

"Personal" is a direct address

Example: amym@infocore.com

### Source

100% Telephone verified

### Gender Profile

87.0 % Male

13.0 % Female

### Selection Charges

GEO SELECT \$5.00/M

AGE \$5.00/M

SEL \$5.00/M

Credit Card Type \$10.00/M

### Output Media

Transmission Fee \$100.00/M

### Update Schedule

Quarterly

### Minimums

7,500 Quantity

### STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

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