

# CHIEF MARKETING OFFICER 2018 DATA CARD

## A Response Masterfile of Senior Marketing Executives

**COUNT:** 6,667 **SOURCE:** Qualified + Response **TYPE:** Readers, Delegates, Business Executives

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This Canadian *Chief Marketing Officer* masterfile reader list is a qualified, engaged audience of combined top-tier, highly-responsive marketing executives from all Lloydmedia Inc publications. This robust masterfile is comprised of the most influential Canadian CMOs, VP Marketing, National Marketing Manager, Chief Customer Officer, Director of Marketing, Chief Data and Analytics Officers, Senior Marketing Directors, and other c-suite data-driven marketing & customer executives. These company executives are highly-engaged subscribers to print and digital magazines, including *Direct Marketing*, *Contact Management*, *Payments Business*, *Financial Operations*, *Canadian Treasurer*, *Canadian Equipment Finance*, as well as delegates to Lloydmedia and partner conferences, seminars, briefings and special reports. They rely on the magazines to help them make critical decisions on creating and allocating marketing budgets to ensure operational success in their organizations. These include strategy, tactics, media, events, printing, digital systems, analytics, big data and more.

*Chief Marketing Officers* are all subscribers and consist of the key segments of major purchasing influencers, including: Senior decision makers, C-suite executives, CB 1000 leaders, advertising and marketing agency heads, fundraisers, loyalty program heads, and more. This Chief Marketing Officer list is the optimal answer for marketers developing significant business networks with their most targeted audience. This list contains title and industry data for businesses and professionals subscribing to our publications, which bring marketing content for top professionals in marketing functions within a variety of business industries. New to market, this mailing list contains cost-effective prospects for postal and email requirements.



The Masterfile delivers key influencers and purchasers of: Analytics / Advertising / Media / Agency Services / Printing / Mailing / Investor Communications / Big Data Systems / Data Security / Public Relations / Seminars / Sponsorship / Recruitment / Strategy / Information Technology / Software / Hardware / Corporate Branding / Compensation / Careers / and more.

Our publications and digital channels publish thought leadership on topics on a wide range of marketing and customer experience functions, including Targeting & Acquisition, Analytics & Operations, Delivery & Customer Service, and a wide range of operational marketing and customer-facing solutions and functions which include direct mail, big data, BI, analytics, data-driven marketing, fundraising, loyalty, order fulfillment, logistics, delivery and more. |

**SOURCE:** QUALIFIED CONTROLLED CIRCULATION | EVENT ATTENDANCE | DIRECT RESPONSE | PRODUCT PURCHASE | REGISTRATIONS | PRODUCT BUYERS

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KEY DATA	
COUNT:	6,667
RATE:	\$300/m MIN: 3,000 names
PRIVACY:	CASL COMPLIANT
STATUS:	PREFERRED PROVIDER
GEOGRAPHIC:	Canada Only
PROV:	\$10.00/M FSA: \$15.00/M
KEY CODING:	\$3.50/M
EMAIL	+\$800.00/F (ask for counts)
FTP	\$100.00/F
Lists sent only to third party houses	