

DATA AT THE HUB OF THE FOOD & DRINK INDUSTRY

The
knowledge
store



THE PREMIUM EMAIL DATABASE AND BROADCAST SERVICE



LIST PROFILE – The most complete list of email addresses available to target the main segments of the Food and Drink market.

INFORMATION SOURCES – The William Reed Business Media portfolio of magazines, digital media, exhibitions, conferences & events and directories & guides

SERVICE INFORMATION – This is a broadcast only service. The Knowledge Store will not supply any email addresses to 3rd parties

83,333
RECORDS

SECTORS

	No. of Emails
UK Independent Grocery Retail Database	3,707
UK Multiple Grocery Retail Database	5,772
UK Food Manufacturers Database	7,504
UK Shopping Centre and Retail Parks Database	1,199
UK Pubs and Licensees Database	10,835
UK Hotel Database	12,513
UK Restaurant Database	17,495
The William Reed Exhibitions Database	24,168

PERSONALISE YOUR CAMPAIGN

- **Name the campaign** – Give your campaign an easily definable name. The name you choose will appear when you view the campaign reports
- **Choose a subject line** – This is what will appear in the Subject field of your email
- **Give the campaign a from name** – This is what will appear in the From field of your recipients email client
- **Give the campaign a from email address** – This is the email address your campaign will come from
- **Give the campaign a reply to address** – If your recipients reply, what email address should replies be sent to? Make sure you use a valid address

SELECTIONS

- Personal contact emails e.g. a.surname@work.com
- Generic Business emails e.g. enquiries@work.com or sales@work.com
- Business Type
- Job Function
- Other – Please refer to individual datasheets for specific selections available

FREE REPORTING

We will provide a full campaign report to include:

- **Snapshot** – Summary of campaign to date
- Number of Unique Opens
- Number of Hard Bounces
- Number of Soft Bounces
- How many Unopened emails
- How many clicked a link
- Average clicks per person
- How many unsubscribed

MULTIPLE USE EMAIL BROADCAST LICENCES

Maximum frequency of 2 broadcasts per month per licensed list

HTML DELIVERY

All files to be sent in a zipped folder to both: matthew.vinuesa@wrks.co.uk and ian.sexton@wrks.co.uk
Client Supplies Finished HTML.

Pricing

Per Broadcast Fee	£50
Email Single Broadcast	£340 per '000 emails
3 Month Email Broadcast Licence	£800 per '000 emails
6 Month Email Broadcast Licence	£1250 per '000 emails
12 Month Email Broadcast Licence	£1700 per '000 emails
Campaign Report (see enclosed breakdown for details)	FREE
HTML Alterations	minimum charge £50
HTML Template Design (if applicable)	£150

NO MINIMUM ORDER VALUE

Multi-Channel Discounts

- 20% on Email & Mail or Email & Telemarketing
- 25% on Email, Mail & Telemarketing

Contact Us

For further information please contact:

ian Sexton

• 01293 610229 • ian.sexton@wrks.co.uk

Matthew Vinuesa

• 01293 610410 • matthew.vinuesa@wrks.co.uk

Alternatively log-on to our website
www.theknowledgestore.co.uk
or fax us on: 01293 610499

List Accuracy: Our data is updated on a daily basis as a result of continuous process of feedback, telemarketing and research into the markets we serve. We work closely with trade associations, exhibition organisers, our advertisers and readers to ensure that William Reed titles have the most relevant and influential specifiers available. The Knowledge Store is a member of the Direct Marketing Association. All lists hold a full DMA List Warranty. All data is verified via the Mail, Telephone and Fax preference services as well as the Postal Address File.



List Warranty Number 002164