



**DB Source - C-Level Executives**

**Count: 216,899**

**73% Male      99% Zip + 4      83% Phones      52% Fax Numbers      34% Email Addresses**

With a universe of 14 million businesses and 24 million executives, you now have the most comprehensive business information available. Hugo Dunhill Media is well recognized for its wide range of job titles -- over 200 are available.

Our DB Source database is multi-sourced using yellow pages and business white pages, along with annual reports, government data, business directories, corporate and executive registers and public records. In order to ensure accuracy, the file is then put through a telephone verification process to update and obtain additional information such as employee size, key contact name and primary SIC code.

The fact is that well-sourced, intelligently selected business lists and demographically rich databases are the most powerful tools for selling products and services in today's complex business environment. Reaching the right person with the right message is everything. Hugo Dunhill Media's DB Source database can do just that for you. We can help you locate new markets, identify new opportunities and build existing relationships.

The high-level executives in a corporation are usually called "C-level" or part of the "C-suite," referring to the 3-letter initials starting with "C" and ending with "O". The traditional titles are Chief Executive Officer (CEO), Chief Operations Officer (COO), Chief Financial Officer (CFO), Chief Information Officer (CIO) and Chief Marketing Officer (CMO).

The Chief Executive Officer (CEO) of a corporation is the highest ranking management officer of a corporation and has final decisions over human, financial, environmental and technical operations of the corporation. Other corporate officers such as the COO, CFO, CIO, and division heads report to the CEO. Typically, the CEO has responsibilities as a communicator, decision maker, leader, and manager.

The Chief Financial Officer (CFO) is a corporate officer primarily responsible for managing the financial risks of the corporation. This CFO is also responsible for financial planning and record-keeping, as well as financial reporting to higher management. In some sectors the CFO is also responsible for analysis of data. The CFO typically reports to the CEO to the board of directors.

The Chief Information Officer/Chief Technology Officer (CIO) is a job title commonly given to the most senior executive in an enterprise responsible for the information technology and computer systems that support enterprise goals. The CIO generally reports to the CEO or COO.

The Chief Operating Officer (COO) is responsible for the daily operation of the company. The COO reports to the CEO. The COO role is highly contingent and situational, as the role changes from company to company and even from CEO to successor CEO within the same company.

The Chief Marketing Officer (CMO) also called a global marketing officer or marketing director, is a corporate executive responsible for marketing activities in an organization.

Reach these C-Level Executives for offers on Seminars, Subscriptions, Books, Recruitment and any other business related offer.

The DB Source - C-Level Executives list is NCOA'd quarterly.

**Selections by Job Title**

Chief Executive Officer (CEO)	127,696
Chief Financial Officer (CFO)	45,477
Chief Information/Chief Technology Officer (CIO)	15,421
Chief Marketing Officer (CMO)	8,081
Chief Operating Officer (COO)	20,224



**HUGO DUNHILL MEDIA**  
 SALES LEADS \* PROSPECTING LISTS \* E-MAIL LISTS  
 11211 John Galt Boulevard Omaha, NE 68137  
 Toll Free: 800-223-6454 www.hdml.com

**DB Source - C-Level Executives**

**List: 6093**

**Selections by Employee Size**

---

1-4	14,006
5-9	25,818
10-19	39,570
20-49	42,670
50-99	35,479
100-249	32,822
250-499	4,872
500-999	7,247
1000-4999	4,872
5000 & Over	622

**Selections by Sales Volume**

---

Under \$500K	8,780
\$500,000 to \$1 Million	12,152
\$1 Million to \$2.5 Million	25,334
\$2.5 Million to \$ 5 Million	22,988
\$5 Million to \$10 Million	26,221
\$10 Million to \$50 Million	51,521
\$50 Million to \$100 Million	15,122
\$100 Million to \$500 Million	16,891
\$500 Million+	37,890

State counts available upon request.

**Pricing 25% Commission to Recognized Brokers**

---

<b>Base</b>	<b>\$ 80/M</b>	Keycode	\$ 3/M
Minimum Order	\$ 250/F	Title Address	\$ 5/M
Unlimited Use	\$ 160/M	E-Mail Delivery	\$ 25/F
Minimum Unlimited	\$ 500/F	Diskette	\$ 25/F
SCF/County/Zip	\$ 5/M	CD-Rom	\$ 25/F
State	No Charge	Phones	\$ 15/M
Job Title	\$ 5/M	Fax Numbers	\$ 45/M
Employee Size	\$ 5/M		
Sales Volume	\$ 5/M		
Gender	\$ 5/M		

**Contact**

---

Tel: 800-223-6454      Email: [counts@hdml.com](mailto:counts@hdml.com)