

Accurate data for precision marketing



e-casting » **list** rental



water energy
& environment

TRI MEDIA DIRECT



CLEANING MATTERS



Introduction...

Who are we?

Tri-Media Direct is the database and digital marketing division of Western Business Publishing, Progressive Media and Western Business Exhibitions. As specialist b2b publishers and exhibition organisers since 1992 the group currently owns five market leading journals and four exhibitions as well as operating a wide range of websites and email news services. Further details of our portfolio are shown below.

Rent only the highest quality data

Each of our journal circulations is audited by the ABC (Audit Bureau of Circulations) and our experienced data management team uses both in house and other specialist teams to clean and verify reader data on a daily basis. Each title currently offers a 100% requested circulation guaranteeing that any data you rent from us will be of the highest quality.

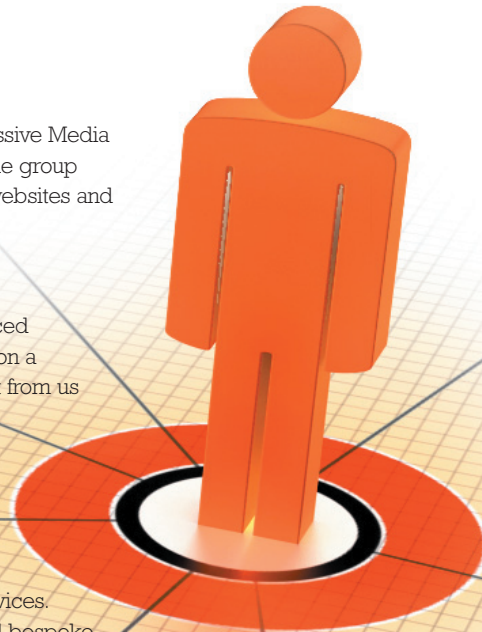
Renting data for your direct mail campaigns is quick and easy. All counts are free of charge and data will normally reach you ready for mailing within 24 hours of agreeing your rental or leasing contract.

New e-casting services

Since 2004 we have provided marketers with access to decision makers via our email newsletter services. New from 2009 is our e-casting service. Using our live email database of opted in buyers we can send bespoke email messages direct to the inboxes of your target audience. The combination of carefully selected email addresses and our in-house design service will ensure the timely delivery of your sales message with clear and reliable feedback at very competitive prices.

Free counts and data collation

You can use the enclosed count form (or download one from the advertisers area of any of our web sites) to obtain a free count with no obligation. Please feel free to contact our direct marketing team to discuss your requirements and for assistance in planning effective postal and email campaigns.



Access lists from all these brands...

IP&E is dedicated to promoting excellence in industrial efficiency. IP&E covers all the issues associated with the management of Manufacturing, Factories, Maintenance, H&S, Technology, Energy, Materials, Premises and much more. Published since 1992, it is distributed to readers across a broad range of industries.
ipesearch.com



Every issue of Health & Safety Matters keeps its readers up-to-date with the latest products and service developments through its eight core sections. The only independent magazine dedicated to H&S, it is a must read for those responsible for the safety of their staff and facilities. HSM is the only H&S industry magazine that allows third party prospecting to its circulation. **hsmsearch.com**



Water energy & environment delivers its readers insight into the procurement of energy and reports via in-depth articles, innovative products and services that aid the efficient control of utilities and facilities. It uniquely exploits the synergy between energy management, water management & environmental best practice. **energy-online.net**



HSS is the materials handling and logistics sector's most comprehensive magazine, covering the spectrum of products and services designed to boost productivity and profitability. For busy specifiers, it is an invaluable source of knowledge and industry information. **hsssearch.com**



e-casting...

Contact thousands of customers within minutes. e-casting provides the opportunity for companies to communicate with their target audiences quickly and cost-effectively – **direct mail by e-mail**. It can deliver information or drive people to your website and is particularly effective for:

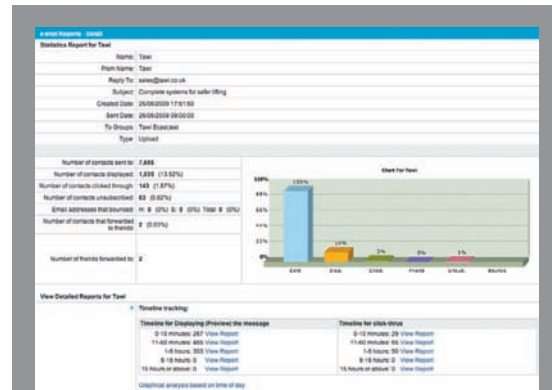
- New product launches
- Newsletters (end-users and distributors / agents)
- Increasing web traffic
- Delivering digital brochures and in-house publications
- Driving exhibition visitors to your stand
- Conferences / exhibitions / seminars
- Auctions / used equipment sales

How does it work?

- Select the audience by industry, job function, or geographically
(Use the enclosed count form or download one from any of our websites)
- You create the e-mail content in both html and text-only formats
(Tri-Media Direct can also provide this service)
- When you are satisfied with the content, layout and design, the campaign is launched at a time specified by you
- We provide detailed campaign analysis and feedback in addition to standard metrics such as open and 'click-thru' rates

Timing

Campaigns can be launched within 48 hours of receipt of the e-mail content and experience tells us that 80% of the response is made within the first 48 hours.



Comprehensive reporting is available to enable you to quickly measure the success of your campaign, and help you to tailor subsequent followup emails

Examples of emails sent by some of our clients...



With the largest circulation in its market, Cleaning Matters brings readers information on the latest products and techniques that aid the tasks of cleaning. Assisting the reader in their day-to-day business with a focus on best-practice and innovative products and services.



cleaning-matters.co.uk

IP&E Ireland was launched to provide industrial marketers with a much needed quality channel to the lucrative Irish market. Now being received by more than 8500 senior decision makers across Ireland's core manufacturing and engineering sectors, IP&E Ireland's readership data will be available for rental and lease from late 2009.



ipeireland.com



The Energy Event attracts visitors from industrial, commercial and public sector sites from across the UK. A range of conferences and seminars offer delegates a true insight into tomorrow's energy market.

theenergyevent.com



This series of three regional exhibitions is attended by thousands of health and safety professionals. A comprehensive seminar programme attracts senior managers and directors from industrial, commercial and public sector organisations.

healthandsafetyevents.co.uk

How much does it cost...?

Direct mail list rental	£175 / 1000 contacts (minimum order £350)	How do I request a count? <ul style="list-style-type: none">• Please use the count form enclosed and fax it to 01342 333700• Download a count form from any of our websites (see 'advertisers area')• Request your count form by email – info@tri-media.co.uk or call 01342 333718
e-casting	£350 / 1000 contacts (minimum order £1000)	
Dual rate (Direct mail and e-cast)	£495 / 1000 contacts (minimum order £1000)	
Telephone data (only offered in conjunction with direct mail list rental)	£400 / 1000 contacts	

Multi-use discounts are available

HTML e-cast copy guidelines

- Keep your email as clear and concise as possible. Less is more!
- Choose your subject line carefully. It needs to grab the attention of the recipient
- Keep branding close to your website for customers to recognise you as the sender
- Remember to keep the most important information towards the top of your email, as this will be displayed in preview panes
- Minimise the use of images, but where you have used images, always include the 'alt' tag.
- Remember the limitations of email clients rendering HTML – no scripting, forms or Flash.
- Don't rely on images and CSS for your email – develop your email content to degrade gracefully in the event that your email is rendered as text-only by the recipient's email software.

The small print

- 12 month lease agreements are available – please contact the sales team
- Direct mail list data will only be released on receipt of a signed usage agreement
- All single use rental agreements expire after 3 months (postal and telephone)
- 'Sleepers' are automatically included in all list data



TRI MEDIA DIRECT

33-35 Cantelupe Road • East Grinstead • West Sussex • RH19 3BE
Tel: 01342 333718 • Fax: 01342 333700 • email: info@tri-media.co.uk