



MarketingFile Datasheet



D&B's UK Trading File from D&B UK

About the list owner:

D&B is the new name for Dun & Bradstreet - the world leader in business marketing information. Our reputation is built on a foundation of accurate, objective information, which we have been collating and updating ever since we began, 160 years ago. We have over 25 years experience in database marketing, and no-one can match the scale of our resources.

Trade bodies of which a member:

Direct Marketing Association
Federation of European Direct Marketing
Directory and Database Publishers Association

Data Protection Act registration number:

Z6520563

About this list:

Details on Directors & senior managers at UK businesses. Searchable by a wide variety of criteria including geographic location, line of business, company size and job function. Also includes telephone and fax indicators, legal status, year started, importer / exporter, HQ or branch and number of branches. In addition the list now has modelled data on the number of blue / white collar workers, plus Telecommunications and IT.

Industry sector(s) covered:

All industry and service sectors in the UK.

Geographical coverage:

UK

Target audience / usage:

All those involved in business to business marketing.

Method of compilation:

D&B makes over 6,000 updates to the database every day, with an integrated data collection and update program that sources and validates data against Companies House, County Courts, London & Edinburgh Gazettes, Trade Associations, and numerous other sources.

MarketingFile receives this data from the list owner:

Monthly

This version of the data was made available on:

16 June 2016

Approx. number of companies:

3,066,800

Approx. number of contacts:

4,178,400

Do purchases require approval?

No

Can I preview sample records?

Yes

Summary Licence Information:

Data for single use may be used once only within a 12 month period from the date of purchase.
Data for multiple use may be used an unlimited number of times within a 12 month period from the date of purchase.

Pricing: as at 16 June 2016

Contact Information	No. of Records	One-time use	Multiple Use
Name and address	any	£110 per '000 (11p each)	£220 per '000 (22p each)
Contact Name	any	£50 per '000 (5p each)	£100 per '000 (10p each)
Telephone No	any	£40 per '000 (4p each)	£80 per '000 (8p each)
Mobile Telephone No	any	£40 per '000 (4p each)	£80 per '000 (8p each)
Fax No	any	£40 per '000 (4p each)	£80 per '000 (8p each)
Email Address	any	£100 per '000 (10p each)	£200 per '000 (20p each)
Additional Items			
DUNs No	any	free	free
Line of Business	any	£40 per '000 (4p each)	£40 per '000 (4p each)
SIC Code (UK 2003)	any	£40 per '000 (4p each)	£40 per '000 (4p each)
Company Reg No	any	£40 per '000 (4p each)	£40 per '000 (4p each)
Year Started	any	£40 per '000 (4p each)	£40 per '000 (4p each)
Head Office / Branch	any	£40 per '000 (4p each)	£40 per '000 (4p each)

Legal Status	any	£40 per '000 (4p each)	£40 per '000 (4p each)
Import Export	any	£40 per '000 (4p each)	£40 per '000 (4p each)
No. of Company Employees	any	£40 per '000 (4p each)	£40 per '000 (4p each)
No. of Site Employees	any	£40 per '000 (4p each)	£40 per '000 (4p each)

The following selections are available for this list:

Company-level selections:

Number of records

Distance (Postal District)	Select an area centred on a postal district (e.g. SG4)	
Distance (Postal Sector)	Select an area centred on a postal sector (e.g. SG4 9)	
Town	Select by town (e.g. Hitchin)	
Postal County	Select by postal county (e.g. Hertfordshire)	
Postal Area	Select by postal area (e.g. SG)	
Postal District	Select by postal district (e.g. SG4)	
Postal Sector	Select by postal sector (e.g. SG4 9)	
SIC Classification (UK 2003)	Select by Standard Industry Classification (UK 2003 Codes)	
Import / Export		
	Exporters	14,054
	Importers	47,952
	Importers and Exporters	16,604
Legal Status		
	Foreign Company	3,921
	Friendly Society	1,050
	Incorporated by Act of Parliament	792
	Limited Partnership	3,447
	Partnership	172,821
	Private Company limited by Guarantee	79,652
	Private Limited Company	1,642,296
	Private Unlimited Company	2,127
	Proprietorship	637,463
	Public Limited Company	4,779
Number of Company Employees		
	0-5 Employees	2,069,255
	6-10 Employees	257,605
	11-20 Employees	148,367
	21-50 Employees	96,225
	51-100 Employees	31,878
	101-200 Employees	16,805
	201-350 Employees	7,256
	351-500 Employees	3,576
	501-1000 Employees	4,057
	1001+ Employees	4,739
Number of Site Employees		
	0-5 Employees	2,061,392
	6-10 Employees	253,930
	11-20 Employees	145,238
	21-50 Employees	92,901
	51-100 Employees	2,524
	101-200 Employees	1,017
	201-350 Employees	404
	351-500 Employees	224
	501-1000 Employees	205
	1001+ Employees	178
Turnover	Select by Estimated Sales Revenue	
Number of White Collar Workers		
	None	1,273,647
	Less than or equal to 5	1,448,326
	6 to 10	150,356
	11 to 25	102,398
	26 to 50	42,464
	51 to 100	22,234
	101 to 250	15,490
	251 to 500	5,641
	More than 500	6,160
Number of Blue Collar Workers		
	None	1,886,228
	Less than or equal to 5	946,051
	6 to 10	98,549
	11 to 25	78,079
	26 to 50	28,055
	51 to 100	14,377
	101 to 250	9,264
	251 to 500	3,118
	More than 500	2,995
Head Office / Branch etc.		
	Branch (office of a multiple site business)	311,376
	Headquarters (head office of a multiple site business)	165,601
	Single Location (any business with only one site)	2,589,739

Number of Desktops	Less than or equal to 5	2,608,479
	6 to 10	225,576
	11 to 25	131,630
	26 to 50	41,985
	51 to 100	24,500
	101 to 250	18,016
	251 to 500	6,771
	501 to 1000	3,569
	More than 1000	3,288
Number of Laptops	None	2,574,871
	1 to 2	377,815
	3 to 5	45,499
	6 to 25	47,790
	26 to 50	9,792
	51 to 100	5,411
	More than 100	5,538
Number of PC's	Less than or equal to 5	2,539,905
	6 to 10	271,541
	11 to 25	142,311
	26 to 50	44,982
	51 to 100	26,931
	101 to 250	19,889
	251 to 500	7,988
	501 to 1000	4,066
	More than 1000	3,876
Number of File Servers	None	2,533,486
	1	389,217
	2	58,898
	3	23,074
	4	13,138
	5	7,985
	6 to 10	18,637
	10 to 25	12,421
	More than 25	9,860
Number of Mobile Phones	Less than or equal to 5	2,986,134
	6 to 10	32,899
	11 to 25	22,968
	26 to 50	9,745
	51 to 100	5,552
	More than 100	5,951
Mobile Spend	None	2,708,468
	Less than or equal to £500	279,780
	Less than or equal to £1k	31,452
	Less than or equal to £10k	40,811
	More than £10k	6,205
Number of Fixed Lines	Less than or equal to 5	2,625,273
	6 to 10	201,264
	11 to 25	133,194
	26 to 50	54,437
	51 to 100	25,093
	More than 100	22,224
Year Established	Select by Year Started	
Can be contacted by Telephone	Select if telephone number is available for purchase	
Shared Telephone Number	Only company with this tel no	2,235,902
	Main company with this tel no	306,249
	Other company with this tel no	524,557
Can be contacted by Fax	No, number is not available for purchase.	2,911,761
	Yes, number is available for purchase.	154,955
Can be contacted by Email	No, Email is not available for purchase.	2,459,853
	Yes, Email is available for purchase.	606,863

Staff-level selections:

Number of records

Job Role	Select by job category (e.g. Managing Director)	
Gender	Female	1,340,606
	Male	2,793,433
	Unknown	44,335

Notes:

Record counts are correct at time of publication, but may vary as it is possible for records to be added and deleted from the database. Where no count is given the possible permutations are excessive for this document.

You can perform accurate counts for all selection criteria on the MarketingFile website.

Whilst every care has been taken to ensure the accuracy of this information, MarketingFile accepts no liability for any errors or omissions.

For further information please contact customer support on 0845 345 7755 (local rate).

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