

# Female Executives from Hoover's

*Female Executives at Today's Hottest Corporations*

## Updated Counts!

84,734 Female Executives \$130/M

The **Female Executives from Hoover's** file comprises decision-making women at today's hottest public and private companies in the U.S.

**Hoover's, Inc.** is an industry leader in the selection, research and warehousing of information on companies that are making a significant impact within the business sector. With the resources of D&B behind them, **Hoover's Online** has created a powerful strategic marketing tool that is utilized by executives around the globe to drive their own business to business prospecting activities.

The **Female Executives from Hoover's** file reaches active executive women in the workforce. They are involved in all areas within the corporate infrastructure, including top management, sales, marketing, human resources, and more.

**Hoover's, Inc.** provides sales, marketing, business development, and recruiting professionals with the global business intelligence they need to prospect and prepare for client meetings, sales presentations, vendor and partner negotiations, and other business opportunities. Through their web site, *Hoover's Online*, **Hoover's** more than 80-member editorial staff delivers continuously updated intelligence on public and private companies worldwide.

The **Female Executives from Hoover's** file allows marketers to target successful, career-oriented women who are constantly purchasing products and services to improve their busy executive and personal lifestyles. They are highly receptive to a wide range of B-to-B offers, executive self-improvement, and upscale women's offers.

### USAGE SUGGESTIONS INCLUDE:

All Women's Offers, Executive Self-Improvement Offers, Business-to-Business Offers, Seminars, Books, Magazine Subscriptions, Newsletters, Corporate Travel, Financial/Investment Offers, Informational Offers, Credit Card Offers, Portable Computer Products, PDA/Hand Held Devices, Communication Offers, High-Technology Products and Services, Cell Phone/Long Distance Services, Internet Service Provides, Computer Hardware, Windows XP/2000 Compatible Business Software, Executive Gift Items, and More!

For more information, contact Diane Dubocq, x217 ([ddubocq@metaresponse.com](mailto:ddubocq@metaresponse.com)).  
Visit us on the web at <http://www.metaresponse.com>.

**Source** Multi-Channel

### Selections

State/SCF/Zip \$7/M  
Key coding \$5/M

Job Function \$10/M  
Company Size \$10/M  
Sales Volume \$10/M  
Hoover's Industry Code \$10/M

Email Fulfillment \$65 Flat

A signed List Rental Agreement is required for all orders. Sample mailing piece is required for List Owner approval. Re-uses must be cleared by the List Owner prior to mailing.

All rentals are for a one-time usage only. Cancellations after processing will incur a \$50/F fee, \$10/M running charges and applicable shipping costs.

Order Minimum 5,000

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Names thru April 2009

