

# Small Business Database

1,700,000 Contacts

# ThinkingData

## Description

According to government figures, the combined annual turnover of UK small businesses is approximately £1.9 trillion\*. Consequently this is a significant market with a lot to offer potential advertisers. It is a particularly fluid sector, with business owners highly receptive to offers which will allow them to grow their businesses, and run them more effectively.

Changes in technology over recent years have made it much easier to start small or even home-based businesses which project a professional image every bit as corporate as their larger competitors, particularly in hi-tech and online sectors. This is not to neglect more traditional occupations, though – the file is equally effective at targeting tradespeople as it is professionals.

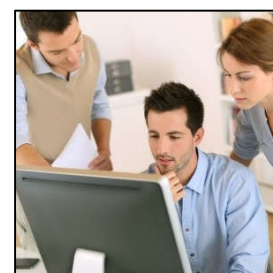
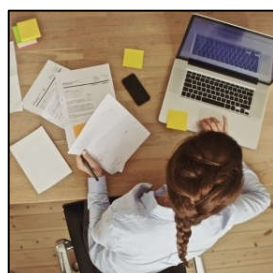
To reflect this fast-changing marketing, the file is updated on a monthly basis, and compiled from pooled data sources in order to maximise coverage and accuracy. Data is compliant with current data protection legislation.

These types of business are extremely responsive to a wide range of offers which will help them to thrive. Therefore, this database will prove extremely effective for a wide range of offers, including, but by no means limited to:

- Accounting, Finance and Insurance
- Stationery and Office Supplies
- Training Services
- Computers and Accessories
- Vehicle Rental and Purchase
- Promotions and Incentives

See overleaf for more detailed count information.

\* Source: Dept for Business Energy & Industrial Strategy, 2017



Corporate member



## Selections

Business Type	Geography
SIC Code	Email Address
Employee Band	Telephone Number
Turnover	

## Data Costs

### Postal Only

Single Use	£150 per thousand
12 Months Lease	£225 per thousand
Outright Purchase	£300 per thousand

### Email Only

Single Use	£180 per thousand
12 Months Lease	£230 per thousand
Outright Purchase	£320 per thousand

### Postal & Email

Single Use	£220 per thousand
12 Months Lease	£275 per thousand
Outright Purchase	£375 per thousand

Broker Commission 20%

## Selection Costs

Telephone Numbers	£25 per thousand
Other Selections	£10 per thousand

## Output & Delivery

Secure FTP	£25
Delivery Time	2-3 working days

Other output methods are available, e.g. CD-ROM and S/A Labels. Please ask for details.

Minimum data order value: £300

All costs exclude VAT

For more details call **0333 772 1927**  
or email **think@thinking-data.co.uk**

**Sector Coverage** *number of companies*

Agriculture, Forestry & Fishing	53,746
Automotive	5,5874
Construction	147,964
Education & Training	10,780
Financial Services	18,224
Hospitality & Catering	116,936
Information Technology	44,850
Manufacturing	117,052
Mining & Quarrying	1,081
Other Business Activities	141,490
Other Services	136,592
Public Sector	58,294
Real Estate	59,327
Recreation, Culture & Sports	11,800
Rentals	126,390
Retail	54,139
Transport & Communications	5,903
Utilities	37,959
Wholesale	

**Turnover Bands** *number of companies*

Under £50,000	58,581
£50,000 to £100,000	142,929
£100,000 to £250,000	186,033
£250,000 to £500,000	140,606
£500,000 to £1,000,000	102,944
Not Identified	567,308

**Regions** *number of companies*

Central London	102,878
Central Southern	124,327
Channel Islands	2,526
East Anglia	92,934
East Midlands	68,629
Home Counties	68,764
North West	135,125
Northern Ireland	23,578
Outer London	46,604
Scotland	89,242
South East	65,574
South West	82,193
Wales & Borders	64,108
West Midlands	90,465
Yorkshire & North East	141,455

**Employees** *number of companies*

1 to 5 Employees	1,004,911
6 to 10 Employees	137,510
11 to 20 Employees	48,537
21 to 30 Employees	7,444

**Channels** *number of contacts*

Postal	1,717,287
Telephone Numbers	726,061
Email Addresses	275,885

*The above counts are liable to change.  
Please call us on **0333 772 1927** or email **think@thinking-data.co.uk**  
for more detailed counts and breakdowns.*