

Introducing Dunhill International List Company

- Postal Mailing Lists
- Opt-In Email Lists
- Telemarketing Lists
- Mailing & Creative Services





Let us introduce you to
your next best customer

The Dunhill Difference

Experience. Reliability. Success. 

Since 1938 Dunhill International List Company has been the key to success for businesses seeking to get the word out about their products and services.

As one of the pioneers in the Direct Marketing Industry, Dunhill International has set the standard that others follow. When you become a client at Dunhill, you'll receive unmatched personalized guidance from your first inquiry through your final list selection.

Our staff can offer tips and information on every aspect of direct marketing so that your campaign will yield a maximized return on every investment. Put Dunhill International to work and see what 70 years of experience can do for your next direct marketing project!



30,000 Categories

Strategy. Accuracy. Efficiency.

Dunhill's vast list resources and databases let you micro-target with pinpoint precision.

Whoever you need to reach, let us find—or, custom create—your specific list. Our lists are guaranteed accurate!

Let us introduce you to your next best customer!



Search Online

Quickly. Efficiently. Easily.

Dunhill's Datacard Central is
always open for business!

Visit our online datacard
search website and you can
research, order or ask us a
question about any list we
offer.

dunhill
International List Co., Inc.

Largest Compiler of Specialized
Mailing, Telemarketing
& E-Mail Lists

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Put 70-years of Direct Marketing Expertise to Work
[Ask us your Questions!](#)

Hours:
Monday - Friday
8:30AM-6:00PM
Eastern Time

Order Mailing Lists
Online 24 hours a day
www.dunhillonline.com

DMA^P
Direct Marketing Association
Member

Florida
Direct Marketing
Association, Inc.

Follow these easy steps to get your Mailing, Telemarketing or E-Mail List Recommendation INSTANTLY!

Step one:
Below you will see two boxes. One for Business and one for Residential. Simply click on the box that targets your best customer. You'll instantly go to our datacard search engine.

Step two:
On the datacard search engine site, you'll see a "criteria box." Enter the targeting information that identifies your target audience. You might put doctors, insurance agents, residents, home owners, mortgage holders, etc.

Once you type in your criteria hit ENTER.

Step three:
You will see all of the lists that match your criteria. To immediately order or get information on any list you see just send us an email by clicking on the **red contact box in the navigation bar.**

To view this file type, you will need Adobe Acrobat Reader, version 7. If you do not have it you can download it for free from Adobe by clicking on the Acrobat icon.

Business Residential

E-MAIL LISTS AVAILABLE
New LISTS AVAILABLE

Not sure what you need? No problem. We'll be happy to help! Just fill out the form below and we'll be happy to assist you in selecting the best list for your particular target.

First Name
 Last Name
 Company
 Phone #
 Email

I want to reach:
 Businesses Consumers

Postal Mailing Lists

Accurate. Comprehensive. Adaptable.

One of the largest available sources of
business and consumer lists to micro-target
your message!

Compiled Lists:

- Business- by SIC, job, geo & sales volume
- Consumer- by ethnicity, age, gender, lifestyle & geo

Response Lists:

We'll negotiate the best rates for you on
any list. Our buying power is your
advantage!



Opt-In Email Lists

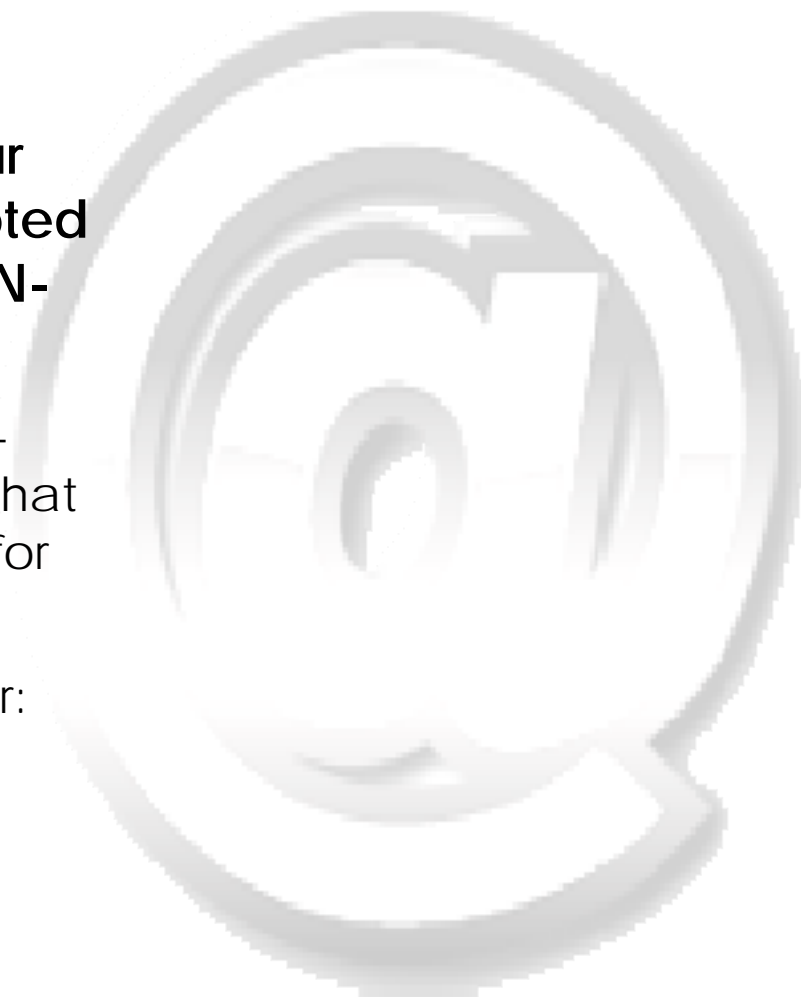
Safe. Compliant. Reliable.

Dunhill International protects your business by working with true Opted in lists that are delivered in a CAN-Spam compliant manner.

With billions of emails delivered to In-Boxes each day you need to know that you're reaching the best audience for your message.

Let us assist with your email needs for:

- Business Opt-In Email lists
- Consumer Opt-In Email lists
- Email blasting and file appending services



Telemarketing Lists

Confirmed. Compliant. Collaborative.

Dunhill offers you the flexibility to do telemarketing alone or in a multi-platform campaign.

Understanding the nuances associated compliant telemarketing requires expert guidance. Dunhill will work with you to gain the most accurate Business or Consumer Telemarketing lists.



Mailing & Creative Services



Fast. Dependable. Affordable.

Why hassle with the details? Our team is ready to do as much or as little as you require.

At Dunhill, one call does it all. We offer comprehensive services that combine list rental + printing + mailing services.

We handle all the details.

You get the results!





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your next best customer

What Our Customers Say About Dunhill



"Thank you very much... We were impressed by the professionalism of Dunhill..."

Karen Maerovitz, Marketing Coordinator
Rubell Hotels



Thanks very much for your help. The service was great, and the delivery of the file was unexpectedly prompt."

Mark Brown
O.F.C. Publications, Inc



Thank you so much...your service has been tremendous."

...Matthew W. Andreas
Bank One



Thanks. You're a pleasure to work with."

Michael Goldin
Director of Database
SunCruz Casino

Dunhill in the News

Direct Marketing Know How

As seen in:



THE DECEASED COMPANIES: CLEAN YOUR LISTS THE RIGHT WAY

By Robert Dunhill, President
Dunhill International List Co., Inc.
May 11, 2007

If the direct marketing and telemarketing industries would remove the names from their customer and prospects lists, they'd be saving big bucks in mailing expenses. Unfortunately, they don't bend over backwards to remove these na

The U.S. Postal Service says 5 percent of consumer mail is sent to the dead, and postage. It's reported that 15 million to 17 million households receive m deceased each year. It may take from six months to 2 years for marketers to r from their lists.

Marketing plans can be made. Creative can be conceived. Forecasts can be anticipated. But it's all in vain if the hygiene of the list is lacking. When post m and campaigns didn't perform, the solution can often be found with a good s

Most marketers do their own cleaning. But many do no more than NCOA their NCOA catches only a fraction of the moves, since the input file does not matc about a third of the movers don't tell the USPS. Between these two unfortuna process will match about one-half of the actual moves. If a widow or widower them do) and they don't tell the USPS, his or her address may never be chan

The two most important sources of lists are government and private databas delete the name of the deceased from these two sources and marketers will forward to reducing their mail volume. The compilers of residential data, nar Acxiom and Experian, are the major suppliers of consumer lists. They proces orders for residential lists yearly. As far as can be determined, most of these Security files for suppression purposes.

My research shows private industry does a relatively acceptable job in deleter sector can do more. State motor vehicle departments, driver license lists, tax certainly improve their list accuracy and name removal procedures.

A surviving spouse is encouraged to contact the list owners and request that removed. Included would be the telephone directory, the motor vehicle burea



Today we meet Cindy Dunhill, operations director at Dunhill International List Co. Dunhill has been working full time for the family-run firm since 1982. She started part-time working during school breaks.

"I've pretty much worked every job here, answering phones, filing and accounting. The majority of my work now involves brokerage," she said.

Dunhill deals mostly with seminar companies and investment newsletter publishers. Her clients include Shepherd Investment Strategist, MIT Financial, Baltimore Council on Foreign Affairs, University of Alabama and the Church of Scientology.

List brokerage, she pointed out involves more than researching and recommending lists. She's developed a keen broker's eye after looking at data cards for more than 25 years, so her intuition comes second nature.

She becomes suspicious whenever she sees unrealistic high counts, for example, if a list in a particular market category has a count significantly higher than similar files in the category that raises a red flag.

"You just know sometimes when you look at a data card because you have a feeling, and then you have to investigate further," Dur said. "You cannot believe everything you read on a data card."

She recalled rejecting an unusually large list that purportedly identified sufferers of a particular ailment. The count by far exceeded statistics on the estimated number of people afflicted.

Dunhill has just recently returned to work from a honeymoon in China. She keeps fit playing golf, tennis and swimming, and enjoys and boating. Her daily routine includes taking a 30-minute walk at the beginning and end of each day.

Dunhill is bi-coastal, living and working in Florida and California. Her Maltese dog Noodles is her constant companion. "He comes to office and flies with me on the plane under my seat. Noodles loves to travel -- he's a frequent flyer," she said.

What case can you make for using compiled lists?

"Compiled lists are getting much more accurate, with verified telephone numbers, appended SIC codes and e-mail addresses avail for probably 20% of the records," Dunhill said.

Compiled files are being updated more frequently, in some instances monthly. Market coverage is greater with compiled lists compo to response lists, and more demographics and psychographics are becoming available, largely due to the growth of the Internet as data source, she continues.

Another advantage compiled lists have over response files is the turnaround time for orders -- typically 24 hours, according to Dunh Sample mailing pieces are not usually required to send compiled data. Many companies include compiled lists in the mix with respor lists, she added.

Tell us about a recent unusual brokerage deal.

Dunhill said one longtime client has decided to significantly increase the amount of list segmentation used to mail five separate campaign simultaneously. Compiled and response lists are being used to find enough names to meet segmentation criteria. Each campaign involves 50 lists and multiple segments. The process includes profiling and creating some customized segments, w at times requires staff to handpick some names.

"Everything has to be verified," she added, "it's for a very expensive mailing piece."

The amount of targeting and segmentation is what makes this unusual and it's taking months to organize everything, compared to a regular campaign with compiled data that can be in the mail in a matter of days, Dunhill said.

Dunhill rebrand set to broaden client services, education

By Giselle Abramovich

In its first re-branding effort in nearly 20 years, Dunhill International List Co. will target specific industries this month with a series of postal and e-mail marketing information messages.

The theme of the campaign -- "I did not know Dunhill did that" -- is a tongue-in-cheek to broaden awareness of the company's services.

"There's a perception of Dunhill as only a compiler and for years we've been so much more than that," said Candy Dunhill, vice president of Dunhill and granddaughter of the founder. "So what we're trying to do is basically tell people what they've actually been experiencing with us."

The media plan consists of print ads in trade publications such as *On Wall Street* and *Registered Reps*. Direct mail pieces and e-mails will

be sent to customers and major mailers in industry sectors such as financial services, health-care and travel. In addition, the company plans to focus more on the Web and will be shifting marketing dollars to search.

Company president Robert Dunhill is writing personalized letters to executives in the travel business.

"We realized that if you go directly to the industries where people maybe aren't

picking up the marketing publications, we speak directly to them with the message they says. "We're here to help you," then we're covering it them more in a consultative approach than in a selling approach," said Carol Lustig, director of marketing and new business development at Dunhill.

Campaign creative, media planning and buying will all be done in-house.

Ms. Lustig said the company came up with the campaign because of the things customers were saying. "Wow, it's fantastic, I didn't know Dunhill did that."

The company is trying to get out that it has major capabilities to service everything from small mailers to major Fortune 500 companies.

"We have the experience, we have the resources and we're ready to help mailers of all sizes with full-service brokerage, creative and, of course, compiled and custom-compiled services," Ms. Lustig said.

Dunhill is offering discounts for people who



Robert Dunhill

As seen in:



DUNHILL OFFERS LIST RECOMMENDATIONS ONLINE

By Jim Emerson
May 11, 2007

Dunhill International List Co. has revamped its Web site to offer automated list recommendations and generate leads for its list sales reps to follow up.

Dunhill has also launched customized Web pages targeting list data and services to specific industries. Promotions are being targeted to the insurance, medical, travel and other industries.

"Our online marketing initiatives are more industry-specific going directly to mailers via industry trade publications, e-newsletters and direct mail," said in a statement Carol Lustig, director of marketing and new business development.

These new initiatives promote the company's existing products and services, including customized list compilation, list brokerage and its new direct marketing creative services offerings.



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About Dunhill International



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