

# How to Choose a New Zealand Business Database

A report on New Zealand Business Database Suppliers

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This brochure is provided 'as is'. Whilst every care has been taken to provide accurate information we accept no responsibility for the consequences of using this information.

All information has been collected from the suppliers and their published works.

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## About This Booklet

Every business uses a contact database of some sorts, whether it is locked away in your head or all contained in a CRM (Contact Relationship Management) computer program.

Growing your own database takes a lot of time so using an established and maintained external product is a quick and easy way of accessing large amounts of information.

Alan Rosenspan, one of America's direct marketing gurus, publishes a free booklet '101 Ways to Improve Your Response' (find the website link on the resources page of this booklet). His top two of the 7 most important factors are:

- 1: Focus your resources
- 2: Target the right people

Your investment in a business database is only the first of many expenses. It will not be the biggest but it will be the most important. There may also be printing, postage and phone calls (depending on how you use the database) but most of all, the cost of your time. If the database is inaccurate or cannot supply the details you need you will waste time & resources contacting the wrong companies and the wrong people.

### **Choosing the right supplier will save you time & money in the long run.**

This booklet is a FACTUAL, OBJECTIVE and NEUTRAL provider of basic information on the New Zealand suppliers of business databases, directories and lists.

Each supplier has their own merits, strengths and weaknesses. As an educated customer you will be able to make an informed choice about the best option for you.

#### *Warning:*

*Prices and products change. For a complete and current report of what's available please contact the respective companies.*

	at'Courts	APN Infomedia (UBD)	Atlantis	D&B	IDG Direct	Kompass New Zealand	Martins	MediData	New Zealand Business Who's Who	Profile Direct	Yellow Pages Data Solutions
Company Count	17,500	155,000	100,000	100,000	1,800	16,000	<2000		21,000	1,000	250,000
B2B	1	1	1	1	1	1	1	1	1	1	1
B2C		1	1	1			1				1
Head Office	1	1	1	1	1	1	1	1	1	1	1
Branches	1	1	1	1			1	1	1		1
Medium											
Book	1	1				1			1		1
CD	1	1			1	1					1
Online	1	1		1		1		1	1		
Custom Lists		1	1	1	1	1	1	1		1	1
Fields Available											
Company Name	1	1	1	1	1	1	1	1	1	1	1
Physical Address	1	1	1	1	1	1	1	1	1	1	1
Postal Address	1	1	1	1	1	1	1	1	1	1	1
Phone	1	1	1	1	1	1	1	1	1	1	1
Fax	1	1	1		1	1	1	1	1	1	
Email	1	1			1	1	1		1		
Web	1	1			1	1			1	1	
Key Personnel		1	1	1	1	1	1	1	1	1	
Directors						1			1		
Activities	1	1		1		1	1		1	1	
Brand Names/Agencies	1	1				1					
Business Associations	1					1					
Parent Company	1			1		1		1	1		
Parent Location				1		1					
Branches	1					1		1	1		
Subsidiaries	1					1					
Employee Numbers		1	1	1	1	1	1		1	1	
Financial Information			1	1	1	1			1	1	
Importer/Exporter			1	1		1			1		
Import Countries/Export Countries						1					
Year Started				1		1			1		
Company Registration Number				1		1					
IT Equipment Data					1						
Accountants				1					1		
Advertising Agency									1		
Auditors				1		1			1		
Bankers				1		1			1		
Solicitors				1					1		
Office Hours						1					
Quality Ratings						1					
Email Lists		?			1		1				
Classification Used											
Internal	1				1	1		1	1		1
ANZSIC		1	1	1	1		1				1
Update Frequency Per Year	1	3 to 7	1 to 4	1	Often	1 to 2	1	1	1	2	1
International Data		1	1	1	1	1					
Guarantee Available		1	1	1		1	1				

## *a'Courts*

Tel : (09) 274 1441

Fax : (09) 274 1442

[www.acourt.co.nz](http://www.acourt.co.nz)

[kiwimall@acourt.co.nz](mailto:kiwimall@acourt.co.nz)

### **Products and Prices (excl GST)**

CD \$167

Book \$167

Book/CD Package \$274

### **Email Lists Available?**

No. Emails are in most company listings but not supplied separately

### **Counts**

17,500 + Companies

50,000 Brands with suppliers

43,000 + Product Headings

1200 Trade Headings

### **Fields available**

Company name, physical address, postal address, phone, fax, email, web (In subscriber listings only) brand names, agencies, business associations, activities, products and services classification, branches, subsidiaries, parent company

### **Focus of database**

All B2B NZ companies. Produced for Purchasing Officers

### **Classification System Used**

220,000 links to Brands/Companies/Products/Services

### **How is the data collected? How often updated?**

Once a year. Personal Visits, Some Phone, Some mail

### **International Data Available? What countries?**

No

### **Product Guarantees?**

## *APN Infomedia (UBD)*

Tel : 0800-823 225 or (09) 526 6300

Fax : (09) 526 6313

[www.apnim.co.nz](http://www.apnim.co.nz)

[sales@apnim.co.nz](mailto:sales@apnim.co.nz)

### **Products and Prices**

UBD publishes many directories.

An online subscription "Insight" is available for an annual license fee and extra cost for download credits

Custom lists from the database are also available

POA

### **Email Lists Available?**

Unknown

### **Counts**

153,000 companies including B2B, B2C, head offices and branches

### **Fields available**

Company name, physical address, postal address, phone, fax, website, email, employee numbers, brand names, products, key personnel

### **Focus of database**

All New Zealand businesses

### **Classification System Used**

ANZSIC

### **How is the data collected? How often updated?**

"With over 50 sales consultants and 20 telemarketers New Zealand wide APN InfoMedia contacts and updates every business between 3 and 7 times per year."

### **International Data Available? What countries?**

Unknown

### **Product Guarantees?**

1:1 refund of verified GNAs

*Note: All information gathered from website as subject chose not to participate in survey*

## *Atlantis*

Tel : (09) 980 9829

Fax : (09) 980 9892

[www.atlantis.co.nz](http://www.atlantis.co.nz)

[info@atlantis.co.nz](mailto:info@atlantis.co.nz)

### **Products and Prices**

Business Lists for rental or purchase

The Precision and Panorama databases prices range from \$0.30 to \$1.50 per record depending on the breadth of data required and whether it is purchase or rental.

Please contact for the data cards and a complete price breakdown.

Atlantis Top 800 Directory – print version \$20, electronic \$995

We have specialized lists of

Chartered Accountants and Lawyers

Mortgage Data

Fleet Vehicles

Titles Data

Medical Databases

Other services include

Database Cleaning and enhancement

Data Entry

Data Mining and analytics

Telemarketing

SMS Text Messaging

Consumer Lists and CRM

Loyalty

### **Email Lists Available?**

Third Party Brokered only

### **Counts**

Undertaken free of charge

Atlantis Top 800 – 3,200 executives

NZ Precision™ 20,000 top businesses, 55,000 executives

NZ Panorama™ top 100,000 businesses, 120,000 executives

Australia 200,000 + businesses and 300,000 executives

### **Fields available**

Atlantifier, Company name, Trading Name, Street Address, Postal address, Mailing Address, telephone, fax, Line of business narrative, Industry codes, both ANZSIC and NZSIC, Employees Site, Employees Group, Head Office or Branch indicator, Board Level (G0) Senior Management (G1), Financial Controller (F1), Marketing Manager (M1), Sales Manager (S1), IT Manager (I1), Office manager N1), HR Managers (H1),

Operations Manager (O1), and then an entire sub category of these, such as Sales Person (S2) Sales assistant (S3), Modeled Turnover, Modeled and Actual Fleet sizes, some Import Export.

**Focus of database**

Direct Marketers wishing to communicate with key individuals and decision makers by name and title, focusing on commercial companies, business services, manufacturing and distribution, schools, and organisations. Our motto is, if we don't own it, or can't broke it, we will create it.

**Classification System Used**

Statistics New Zealand's ANZSIC joint concordance with Australia (Australia and New Zealand Standard Industrial Classification) and the old NZSIC (New Zealand Standard Classification).

**How is the data collected? How often updated?**

The Top 20,000 executives are tele-verified every 6 months, the top 800 every three months, and the balance tele-verified or directory verified within a 12 month period

**International Data Available? What countries?**

We have offices in Australia, Singapore, and USA.

We have international broking arrangements globally, for supply and sourcing all types of data.

**Product Guarantees?**

Our Precision database comes with a 500% guarantee on mailing portions to Senior Executives (G1, M1, S1, F1) for mail returned to us, and a 1:1 guaranteed refund on the balance for mailing data.



## *D&B*

Tel : (09) 359 8000

Fax : (09) 309 2050

[www.dnb.co.nz](http://www.dnb.co.nz)

[dnbnz@dnb.co.nz](mailto:dnbnz@dnb.co.nz)

### **Products and Prices**

Business marketing data packages are available. The price per record depends on the depth of information required from Basic Data to Full Data. POA.

### **Email Lists Available?**

No

### **Counts**

Roughly 100,000 companies

### **Fields available**

#### *Basic data*

D-U-N-S Number, Business Name, Line of Business, Street Address, Town or Suburb, Postcode, Postal Address, Name of CEO, Title of CEO

#### *Telemarketing Data*

Telephone Number, ANZSIC/SIC Code(s) - up to 5, Facsimile Number, Annual Sales, No. of full time employees

#### *Full Data*

Importer, Exporter, Year Started, Year of change in control, Parent Name, Parent D-U-N-S Number, Parent Location, Incorporation Number,

#### *On request*

Banking Details, Solicitor Details, Accountants & Auditors

### **Focus of database**

All business

### **Classification System Used**

ANZSIC

### **How is the data collected? How often updated?**

All information is fed into the marketing database from their credit reporting database which is updated continuously by a team of analysts.

### **International Data Available? What countries?**

Yes, D&B is represented worldwide

### **Product Guarantees?**

Replace or refund verified GNA's

## *IDG Direct*

Tel : (09) 377 9902

Fax : (09) 377 4604

[www.idg.net.nz](http://www.idg.net.nz)

[sales@idg.co.nz](mailto:sales@idg.co.nz)

### **Products and Prices**

CD subscriptions for \$3200

List rentals POA

### **Email Lists Available?**

Yes, rental of an opt-in list of nearly 12,000 emails is possible

### **Counts**

1800 companies with 7100 contacts

### **Fields available**

Company name, physical address, postal address, phone, fax, email, web, personnel – up to 10 contacts, employee numbers, turnover, screens,

Also extensive details on the IT equipment, OS, network, software and development tools used in the company

### **Focus of database**

Corporate sector

### **Classification System Used**

Internal classification system

### **How is the data collected? How often updated?**

The data is continually updated through telemarketing efforts, regular contact and user surveys

### **International Data Available? What countries?**

Yes, available through IDG Australia

### **Product Guarantees?**

No

## *Kompass New Zealand*

Tel : 0800 566 727 or (09) 377 4274

Fax : (09) 377 4275

[www.kompass.co.nz](http://www.kompass.co.nz)

[info@kompass.co.nz](mailto:info@kompass.co.nz)

### **Products and Prices**

CD or online 1 year subscription

A subscription gives you full access to Kompass as a reference work. To export information for use in your own database or mailing list, you can purchase the copyright of this data with 'Download Credits'

Custom lists from live database.

POA - Price on admission.

### **Email Lists Available?**

No. We do collect email and you can use emails for direct contact.

*We do NOT allow the use of our emails for bulk contact.* This type of contact has extremely low response as a personal relationship with a company is required to get any penetration.

### **Counts**

16,000 B2B companies, head offices only

Trades (plumbers, builders, etc) and retail shops are NOT covered.

Retail chains and franchise head offices ARE covered.

Why only 16,000? Learn more here

<http://www.kompass.co.nz/how-big-is-the-kompass-database.php>

42,000 Executive Contacts

31,000 Brands & Agencies

14,000 Business Emails

11,000 Websites

### **Fields available**

Kompass ID, company name, physical address, postal address, phone, fax, email, web, personnel – management and directors, employee numbers, turnover, date established, import/export countries, brand names, agencies, business associations, activities, products and services classification, bank, office hours, quality ratings, branches, subsidiaries, parent company, ANZSIC classification

### **Focus of database**

All B2B NZ companies. Kompass is designed for purchasing professionals and is also a perfect resource for direct marketers and professional & competitive research.

### **Classification System Used**

We use a proprietary Kompass classification system with over 55,000 product and service codes available in 22 languages.

Querying by ANZSIC, SIC or NAICS is also possible. Kompass maintains links with all popular international business classification systems.

**How is the data collected? How often updated?**

Data is collected over the phone and by visits with top management. All contact details are tele-verified at least once a year. The media monitoring team also ensures current events are recorded and an online updating system helps businesses easily maintain their own profile.

**International Data Available? What countries?**

Data is available from all 75 countries in the Kompass network in books, CDs, online and electronic lists. Please browse [www.kompass.com](http://www.kompass.com) or talk to Kompass New Zealand for further information.

**Product Guarantees?**

Subscriptions – If you feel that Kompass is not adding value to your business we will give you 100% of your money back.

Mailing list - Verified GNA's will be re-supplied or refunded 300%

## *Martins*

Tel : (09) 636 1300

Fax : (09) 636 1400

[www.martins.co.nz](http://www.martins.co.nz)

[sales@martins.co.nz](mailto:sales@martins.co.nz)

### **Products and Prices**

Email and/or Mailing & Tele-marketing data lists are available as single purchase or yearly subscriptions. Full price schedule available on website.

Martins also provides a mail-out service and can run your email campaigns.

### **Email Lists Available?**

Yes. Where message is relevant and targeted.

### **Counts**

Full counts available on website

### **Fields available**

Name of Company, Postal Address, Post Code, Physical Address, Phone, Fax, Contact Name, Job Title, Email Address, ANZSIC Code, Line of Business, Staff Numbers

### **Focus of database**

Martins has a number of lists of industry/job related groups including

Building Industry

Property Industry

Hospitality & Food Industry

Education Sector

Corporate Sector

Accountants

Associations

Professional Conference Organisers

Boat Builders, Yacht Builders, Marine Architects

Administration & Office Managers

Retail Chains

Operations, Factory, & Site Managers

Exporters

Executive Secretaries/Personal Assistants

### **Classification System Used**

ANZSIC

### **How is the data collected? How often updated?**

Tele-verified

### **International Data Available? What countries?**

No

### **Product Guarantees?**

1:1 refund or re-supply of verified GNAs

## *MediData*

Tel : (09) 488 4278

Fax : (09) 489 6240

[www.medidata.co.nz](http://www.medidata.co.nz)

[request@medidata.co.nz](mailto:request@medidata.co.nz)

### **Products and Prices**

The most comprehensive and accurate database of personnel and premises in the New Zealand healthcare industry

### **Email Lists Available?**

No.

### **Counts**

Available on demand

### **Fields available**

Contact Name, Professional Title, Postal Address, Physical Address, Phone, Fax, Brick number, MediData Identity number, Medical Council number, Year of graduation, Medical interest, Pharmacy banner group membership

### **Focus of database**

Medical, pharmacy, dental, and veterinary professionals

### **Classification System Used**

Internal

### **How is the data collected? How often updated?**

Daily updates. Tele-verified, field visits, mailing programme

### **International Data Available? What countries?**

No

### **Product Guarantees?**

## *New Zealand Business Who's Who*

Tel : 0800-658 765 or (09) 307 1287

Fax : (09) 373 3997

[www.nzbww.co.nz](http://www.nzbww.co.nz)

[sales@nzbww.co.nz](mailto:sales@nzbww.co.nz)

### **Products and Prices**

Book - \$295

Website - \$325

### **Email Lists Available?**

No

### **Counts**

Approx only –           22,000 companies  
                                  100,000 key contacts (executive/directors/partners)  
                                  33,000 directors/partners

### **Fields available**

Company name, trading name, contact details (postal and physical address, phone, fax, email, website) turnover, staff numbers, branches, company type, business category, bankers, accountants, solicitors, adv agency, auditors, importer/exporter, business description, parent co, products, services, brands, executives, company officers, directors, partners, year of establishment.

### **Focus of database**

B2B

### **Classification System Used**

NZBWW Classified Business Index

### **How is the data collected? How often updated?**

phone, visit, mail, email – updated yearly

### **International Data Available? What countries?**

No

### **Product Guarantees?**

## *Profile Direct*

Tel : (09) 630 8940

Fax : (09) 630 1046

[www.profile.co.nz](http://www.profile.co.nz)

[info@profile.co.nz](mailto:info@profile.co.nz)

### **Products and Prices**

Direct mail lists of New Zealand's Top 200, 500 or 1000 companies.

You can subscribe to receive the lists 3 times a year. \$995, \$1495, \$1795

A custom list is available for \$200 setup with rental \$0.30 and purchase \$0.60 per personalized records. An information kit is available on the website.

Rentals of various magazine subscriber lists are also available.

### **Email Lists Available?**

No

### **Counts**

Top 200, 500 or 1000.

Top 200 is actually 225 as it contains the Top 25 financial institutions.

### **Fields available**

Company name, physical address, postal address, phone, fax, website, employee numbers, financial information, line of business, balance date, key personnel

### **Focus of database**

New Zealand's top companies and their key personnel

### **Classification System Used**

None

### **How is the data collected? How often updated?**

The Top 200 information is collected for the feature in NZ Management magazine every year. All other records are tele-updated twice a year.

### **International Data Available? What countries?**

No

### **Product Guarantees?**

No



## *Yellow Pages Data Solutions*

Tel : 0800 501 515 or (09)-525 5015

Fax : 0800 501 516 or (09)-525 5092

[www.ypds.co.nz](http://www.ypds.co.nz)

[datasolutions@yellowpages.co.nz](mailto:datasolutions@yellowpages.co.nz)

### **Products and Prices**

B2B lists - \$95 setup + \$0.20 per record

Fax Database - \$95 setup + \$0.12 per record

Yellow Pages® on CDROM (read only) - \$53.29

Residential data - phone number or address only - \$100 setup and \$0.035 per record starting rate

Also has industry focused databases including – Trades, Automotive, Retail, Hospitality/Tourism, Medical, Government Departments & Agencies.

Detailed price specs are available on the website

### **Email Lists Available?**

No

### **Counts**

Over 250,000 companies

### **Fields available**

Company name, Address, Suburb, City, Phone Number, Post Code, Classification (level 2 ANZSIC codes with Business data)

### **Focus of database**

All New Zealand businesses with a phone number

### **Classification System Used**

Yellow Pages Classification (over 2,000 business categories)

This can be mapped to level 2 ANZSIC.

### **How is the data collected? How often updated?**

Updated daily as new telephone connections are made

### **International Data Available? What countries?**

No

### **Product Guarantees?**

## Direct Marketing Resources

### Newsletters

<http://www.reddirect.co.nz> New Zealand Post's direct marketing newsletter

<http://www.smartmail.co.nz> Jericho's email marketing newsletter

<http://www.successis.co.nz> Debbie Mayo-Smith's marketing and business development newsletter

<http://www.geewiz.co.nz> Richard Gee's sales, marketing and business newsletter

<http://www.nebula.co.nz> Nebula Marketing's branding and advertising newsletter

<http://www.webenz.co.nz> WEBENZ's web-based technology developments newsletter

<http://www.permission.co.nz> Chris Price's email marketing newsletter

<http://www.yellowbiz.co.nz> - Yellow Pages® newsletter full of tips, advice and success stories that can really help you improve your online return on investment

### Business Associations

There are hundreds of business associations in New Zealand that represent well targeted groups of businesses and often rent their membership lists to applicable companies. The following are closely related to the business database industry.

<http://www.dma.co.nz> New Zealand Direct Marketing Association Inc  
Provider of education, information and representation to the direct marketing industry

<http://www.smei.co.nz> Sales and Marketing Executives International  
Provider of sales and marketing information, networking, and professional development

### Online Resources

<http://www.alanrosenspan.com> Look for the page "101 Ways to Improve Response" – an excellent checklist for new and old marketers

### Other Resources

<http://www.stats.govt.nz> Statistics New Zealand, through their Business Helper service, can provide consumer marketing, business marketing, international trade marketing and other business information. These are not specific names and addresses but trends and averages at national, area unit or meshblock level.

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## Kompass Company Profile of...

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### a'Court Ltd

24 Ra Ora Drive

East Tamaki

Auckland 1701

P O Box 25017

Auckland 1030

Tel.: +64-9-274 1441

Fax.: +64-9-274 1442

E-mail: kiwimall@acourt.co.nz

Website: <http://www.acourt.co.nz>

Office Hours: Mon-Fri 0900-1700

**Executives:**

Mr. Trevor a'Court (Managing Director) [E-mail:trevor@acourt.co.nz]

**Activities:**

Publishers of business information directories

**Tradenames:** AC

a'Courts

No. of Employees: 1 - 5 (1)

Date established: 1972

Registration no: 86195

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### Products/Services

KEY:

P=Manufacturer/Producer, D=Distributor,  
S=Service, A=Agent

Exporter:  Importer:

28620  Publishing: Trade and professional publications,  
directories and reference books

09  Publishers of trade directories

11  Publishers of trade name, trade mark and logo directories

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## Kompass Company Profile of...

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### APN Infomedia

2 Robert Street  
Ellerslie  
Auckland 1005  
P O Box 11264 Ellerslie  
Auckland 1131  
Tel.: +64-9-526 6300  
Free Phone: 0800-823 225  
Free Fax: 0800-329 823  
Fax.: +64-9-526 6313  
E-mail: sales@apnim.co.nz  
Website: http://www.apnim.co.nz

#### Executives:

Mr. Peter Batcheler (General Manager)  
Mrs. Brenda Estall (Customer Services Manager)  
Mr. David Lucas (Financial Controller)  
Mr. Paul Slatt (Sales Manager)  
Mr. Tim Suton (IT Manager)

#### Activities:

Publishers of business directories and maps

#### Brand Names: APN Infomedia

Contact  
Iris  
IrisData  
Prospect  
UBD  
Wises

Parent Company: NZ 770150 APN NZ Ltd

#### Associated Companies:

Wises Publications Ltd

No. of Employees: 150

Member of: New Zealand Direct Marketing Association  
International Map Trade Association

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### Products/Services

KEY:

P=Manufacturer/Producer, D=Distributor,  
S=Service, A=Agent

- Exporter:  Importer:
- 28620  **Publishing: Trade and professional publications, directories and reference books**  
09  Publishers of trade directories  
17  Publishers of atlases, maps and navigational charts
- Exporter:  Importer:
- 81120  **Marketing and merchandising services**  
06  Sales information services, export  
26  Marketing database services  
27  Database services, online
- Exporter:  Importer:
- 81150  **Direct marketing services**  
01  Direct marketing organisations  
22  List builders  
23  List brokers  
24  Mailing lists, industrial and commercial

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## Kompass Company Profile of...

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24  Mailing lists, industrial and commercial  
26  Facsimile (fax) and e-mail marketing services and consultants

### Atlantis

Visible Results Ltd  
7 St Benedicts Street  
Auckland  
1001

P O Box 37012 Parnell 1033

Tel.: +64-9-980 9829

Fax.: +64-9-980 9892

E-mail: info@atlantis.co.nz

Website: http://www.atlantis.co.nz

Office Hours: Mon-Fri 0830-1730

#### Executives:

Mr. Michael Whittaker (CEO) [E-mail:michael@atlantis.co.nz]

Mr. Hamish Franklin (Chief Information Officer) [E-mail:

hamish@atlantis.co.nz]

Mr. Frane Karaman (Chief Technology Officer) [E-mail:

frane@atlantis.co.nz]

Mr. Tony Wai (Chief Financial Officer) [E-mail:tonyw@atlantis.co.nz]

Mr. Nick Foster (General Manager/Manager) [E-mail:nick@atlantis.co.nz]

Mr. William Smales (General Counsel) [E-mail:william@atlantis.co.nz]

Mr. Tony Bozzard (Sales & Marketing Director) [E-mail:

tony@atlantis.co.nz]

Mr. Jonny Duder (Atlantis Healthbase General Manager)

#### Activities:

Direct marketing solutions - lists, lettershop, inbound contact centre, data entry, datamining

#### Brand Names:

Atlantis Healthbase

Contact Consumer Database

Panorama Business Database

Precision Business Database

Visible Results

Vision Consumer Database

#### Branches:

AUSTRALIA: Atlantis Information Services Pty Ltd

PO Box 49 Gladesville

#### Associated Companies:

Atlantis Healthbase Limited

#### Export countries:

Australia

#### Export Countries of Interest:

Worldwide

#### Import Countries of Interest:

Worldwide

Turnover: 12,000,000 NZD (2002)

#### Board of Directors:

Mr. Michael Whittaker (Board Member)

Mrs. Sarah Walsh (Board Member)

Mr. Hamish Franklin (Board Member)

#### No. of Employees:

65

#### Date established:

1996

#### Member of:

Deloitte/Unlimited Fast 50 (2001)

Deloitte/Unlimited Fast 50 (2002)

New Zealand Direct Marketing Association

Sales and Marketing Institute of New Zealand

#### Quality Assessment:

PricewaterhouseCoopers Privacy Seal

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## Products/Services

KEY:

P=Manufacturer/Producer, D=Distributor,

S=Service, A=Agent

80350  Industrial promotion and development services  
18  Database information services, online

Exporter:  Importer:

81120  Marketing and merchandising services

26  Marketing database services

27  Database services, online

Exporter:  Importer:

81150  Direct marketing services

01  Direct marketing organisations

04  Telemarketing services

15  Direct mail organisations

16  Mailing houses

19  Addressing services, direct mail

22  List builders

23  List brokers

Exporter:  Importer:

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## Kompass Company Profile of...

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### Dun & Bradstreet (New Zealand) Ltd

Level 3, 1 Queen Street

Auckland

1001

P O Box 9589 Newmarket

Auckland 1031

Tel.: +64-9-359 8000

Free Phone: 0800-733 707

Fax.: +64-9-309 2050

E-mail: dnbnz@dnb.co.nz

Website: <http://www.dnb.co.nz>

**Executives:**

Mr. David Christiansen (General Manager)

Mr. Heath Cleland (National Operations Manager)

Ms. Julie Brown (Information Resources Manager)

Mr. Darren Hayes (National Sales Manager)

**Activities:**

Credit reporting, provision of business marketing information, debt collection services

**Brand Names:** Dun & Bradstreet

D&B

**Branches:**

WELLINGTON

Level 9, 120 Victoria Street, PO Box 1248

Tel: +64-4-381 8903

Fax: +64-4-385 9059

**Represented Overseas by:**

Dun & Bradstreet Corporations

**Parent Company:** AU AMP Henderson Global Investors

**Export countries:**

Worldwide

**Import countries:**

Worldwide

**Turnover:** 7,819,014 NZD [30 November] (2001)

3,728,496 NZD [30 June] (2002)

**Board of Directors:**

Ms. Christine Christian (Board Member)

Mr. Dennis Watts (Board Member)

**Bank(s):** WestpacTrust

**No. of Employees:** 70

**Date established:** 1903

**Member of:** Chamber of Commerce

New Zealand Credit & Finance Institute

New Zealand Trade Centre

**Quality Assessment:** ISO 9002

**Registration no:** 361901

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## Products/Services

KEY:

P=Manufacturer/Producer, D=Distributor,

S=Service, A=Agent

Exporter:  Importer:

**80660**  **Credit reporting and debt recovery/collection**

04  Credit rating agencies

08  Company information services

09  Debt recovery/collection services

15  Company profile services, international

Exporter:  Importer:

**81150**  **Direct marketing services**

24  Mailing lists, industrial and commercial

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## Kompass Company Profile of...

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### IDG Communications Ltd

Level 8, 246 Queen Street  
Auckland Central  
Auckland 1001  
P O Box 6813 Wellesley St  
Auckland 1036  
Tel.: +64-9-377 9902  
Fax.: +64-9-377 4604  
E-mail: sales@idg.co.nz  
Website: http://www.idg.net.nz  
Office Hours: Mon-Fri 0800-1730

**Executives:**

Mr. Bob Pinchin (Managing Director) [E-mail:Bob\_Pinchin@idg.co.nz]  
Mr. Darrell Denney (Events Manager) [E-mail:Darrell\_Denney@idg.co.nz]

**Activities:**

Publisher (print and online), dm database sales and rental, exhibition and conference organiser, in the information technology and business sectors.

**Brand Names:** CIO

magazine  
Computerworld  
news weekly  
FFWD  
magazine  
ICE  
expo  
JobUniverse  
jobs website  
PC World  
magazine  
Reseller News  
newspaper  
TeachMe  
training portal website  
Unlimited  
magazine

**Parent Company:** IDG Communications Inc

**Affiliated Companies:**

Unlimited Media Limited

**Bank(s):** WestpacTrust

**No. of Employees:** 50

**Date established:** 1986

**Member of:** Magazine Publishers Association of New Zealand

**Registration no:** 262985

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### Products/Services

KEY:

P=Manufacturer/Producer, D=Distributor,  
S=Service, A=Agent

Exporter:  Importer:

**28600  Publishing: Newspapers and magazines**

- 01  Publishers of newspapers
- 13  Publishers of business and financial magazines
- 14  Publishers of computer magazines

Exporter:  Importer:

**28620  Publishing: Trade and professional publications, directories and reference books**

- 01  Publishers of yearbooks
- 02  Publishers of professional directories
- 05  Publishers of financial, commercial and business publications
- 41  Publishers of trade publications, computers and data processing

Exporter:  Importer:

**81150  Direct marketing services**

- 22  List builders
- 23  List brokers
- 24  Mailing lists, industrial and commercial

Exporter:  Importer:

**81300  Exhibition and conference organisers**

- 02  Exhibition organisers
- 10  Conference organisation services

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## Kompass Company Profile of...

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### Kompass New Zealand

Level 1, AFFCO House 12-26 Swanson Street  
Auckland  
1001

Private Bag MBE N303 Auckland Mail Centre 1030

Tel.: +64-9-377 4274

Free Phone: 0800-KOMPASS (566 727)

Fax.: +64-9-377 4275

E-mail: info@kompass.co.nz

Website: <http://www.kompass.co.nz>

<http://www.kompass.com>

#### Executives:

Mr. Colin Giffney (Principal) [E-mail:cgiffney@kompass.co.nz]

Mr. Sam Giffney (Manager) [E-mail:sgiffney@kompass.co.nz]

Mr. Jagdip Gohil (Account Manager) [E-mail:jgohil@kompass.co.nz]

Ms. Lena A Maralit (Administration Manager) [E-mail:

lmaralit@kompass.co.nz]

#### Activities:

Producers of a Business-To-Business companies, products and services database.

Founded in Switzerland in 1944, and now present in over 74 countries worldwide through a franchise network.

The Kompass System is based on a unique classification of over 50,000 products and services and is designed to link buyers and sellers, enabling the buyers to find the products and services they require, and sellers to target potential clients.

The Kompass databases can be accessed through several media, printed directories, CD-ROMs and on the Internet.

Kompass New Zealand is the representative for New Zealand and is responsible for collecting information on New Zealand companies, providing exposure of the products and services of New Zealand companies worldwide and distributing in New Zealand the products from the whole Kompass network

#### Brand Names:

Kompass  
worldwide industry product information

#### Export regions:

Worldwide

#### Import regions:

Worldwide

#### Bank(s):

Bank of New Zealand

#### No. of Employees:

6

#### Date established:

1994

#### Member of:

Auckland Regional Chamber of Commerce

Export New Zealand

New Zealand Trade Centre

New Zealand Direct Marketing Association

Sales and Marketing Institute of New Zealand

New Zealand German Business Association

Ireland New Zealand Trade Association

#### Registration no:

609244

#### Languages of Correspondence:

English, Japanese, Hindi

26  Marketing database services

27  Database services, online

Exporter:  Importer:

#### 81150 Direct marketing services

01  Direct marketing organisations

22  List builders

23  List brokers

24  Mailing lists, industrial and commercial

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## Products/Services

KEY:

P=Manufacturer/Producer, D=Distributor,  
S=Service, A=Agent

Exporter:  Importer:

#### 28620 Publishing: Trade and professional publications, directories and reference books

01  Publishers of yearbooks

09  Publishers of trade directories

Exporter:  Importer:

#### 28730 Publishing: Compact discs, records, audio and video cassettes

04  Publishers, compact disc (CD), databases

08  Publishers, compact disc (CD), company information

09  Publishers, compact disc (CD), financial information

Exporter:  Importer:

#### 80350 Industrial promotion and development services

18  Database information services, online

Exporter:  Importer:

#### 80660 Credit reporting and debt recovery/collection

08  Company information services

15  Company profile services, international

Exporter:  Importer:

#### 81120 Marketing and merchandising services

06  Sales information services, export



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## Kompass Company Profile of...

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### Martins

**B&D Martin Consultants Ltd**  
44 Selwyn Street  
Onehunga  
Auckland 1006  
P O Box 13393 Onehunga 1132  
Tel.: +64-9-636 1300  
Fax.: +64-9-636 1400  
E-mail: sales@martins.co.nz  
Website: <http://www.martins.co.nz>

**Executives:**

Mr. Brent Martin (Director)  
Mrs. Debbie Martin (Director)  
Ms. Stephanie King (General Manager)

**Activities:**

Provider of business to business mailing lists & marketing databases

**Brand Names:** Martins

**No. of Employees:** 7

**Date established:** 1989

**Member of:** New Zealand Direct Marketing Association

**Registration no:** 560848

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### Products/Services

KEY:

P=Manufacturer/Producer, D=Distributor,  
S=Service, A=Agent

Exporter:  Importer:

81150  Direct marketing services

22  List builders

23  List brokers

24  Mailing lists, industrial and commercial

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## Kompass Company Profile of...

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### MediData

3 Shea Terrace

Milford

Auckland 1309

P O Box 31348 Milford 1330

Tel.: +64-9-488 4278

Fax.: +64-9-489 6240

E-mail: request@medidata.co.nz

Website: http://www.medidata.co.nz

#### Executives:

Ms. Rhonda Jackson (Business Manager) [E-mail:  
rjackson@medidata.co.nz]

Ms. Gail Mouldy (Production Manager) [E-mail:  
gmouldy@medidata.co.nz]

#### Activities:

Providing healthcare database services to the professional healthcare market

Brand Names: MediData

Parent Company: NZ 132932 MediMedia (NZ) Limited

No. of Employees: 11 - 20 (3)

Date established: 1972

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### Products/Services

KEY:

P=Manufacturer/Producer, D=Distributor,  
S=Service, A=Agent

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#### 81150 Direct marketing services

15  Direct mail organisations

16  Mailing houses

22  List builders

24  Mailing lists, industrial and commercial

Exporter:  Importer:

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## Kompass Company Profile of...

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### The New Zealand Business Who's Who

New Zealand Financial Press Ltd  
Level 31, Vero Centre, 48 Shortland Street  
Auckland  
1001

P O Box 1881

Auckland 1030

Tel.: +64-9-307 1287

Free Phone: 0800-658 765

Fax.: +64-9-373 3997

E-mail: sales@nzbww.co.nz

Website: <http://www.nzbww.co.nz>

Office Hours: Mon-Fri 0800-1730

**Executives:**

Mr. Brett Thompson (Marketing Manager) [E-mail:bthompson@nbr.co.nz]

**Activities:**

Publisher of directories and periodicals

**Brand Names:** New Zealand Government and Local Body Tender, Country:  
NZ

New Zealand Local Authority Capital Expenditure

The Capital Letter

The ePages

The New Zealand Grocery Who's Who

The New Zealand Business Who's Who

**Parent Company:** NZ 100806 Liberty Holdings Limited

**Board of Directors:**

Mr. Barry Colman (Board Member)

**Bank(s):** WestpacTrust

**No. of Employees:** 1 - 5 (1)

**Date established:** 1938

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### Products/Services

KEY:

P=Manufacturer/Producer, D=Distributor,  
S=Service, A=Agent

Exporter:  Importer:

**28600  Publishing: Newspapers and magazines**

02  Publishers of financial newspapers

12  Publishers of technical magazines

18  Publishers of journals

23  Publishers of legal, social and fiscal information reviews

Exporter:  Importer:

**28620  Publishing: Trade and professional publications,  
directories and reference books**

09  Publishers of trade directories

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## Kompass Company Profile of...

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### Profile Publishing Ltd

Level 2, Suite 1, 72 Dominion Road  
Mount Eden

Auckland 1001

P O Box 5544 Wellesley St 1036

Tel.: +64-9-630 8940

Fax.: +64-9-630 1046

E-mail: info@profile.co.nz

Website: http://www.profile.co.nz

Office Hours: Mon-Fri 0800-1730

#### Executives:

Mr. Reg Birchfield (Publisher) [E-mail:reg@profile.co.nz]

Mr. John Laird (Director)

Mr. Kevin Lawrence (General Manager/Manager) [E-mail:

kevin@profile.co.nz]

Mr. Chris Macdonald (Accountant) [E-mail:chrism@profile.co.nz]

Mr. Fran Marshall (Production Manager) [E-mail:fran@profile.co.nz]

Ms. Susan Peach (Event Manager) [E-mail:susan@profile.co.nz]

Ms. Janet Chambers (Human Resources & Projects) [E-mail:

janet@profile.co.nz]

#### Activities:

Business-to-business information company specialising in publishing trade and specialty magazines, directories and yearbooks, books, organising conferences and seminars and industry awards. Direct mail list marketers and database managers

#### Brand Names:

AdMedia

magazine

Agencies and Clients

annual advertising industry directory

The Director

magazine

Fastline

weekly advertising industry newsletter

Management

monthly business magazine

Marketing

magazine

NZ Dairy Exporter

monthly magazine

New Zealand Forest Industries

monthly forestry & forest products magazine

New Zealand Forest Industries Directory

annual directory of the New Zealand forestry & woodprocessing industry

New Zealand's Top 200 Companies Award

awards recognising excellence in management

NZ Packaging

OnFilm

monthly magazine

Profile Direct

business info & mailing list service

The Data Book

Screen production directory

www.ExecLearning.com

online career development directory

**Parent Company:** Profile Communications Ltd

**Turnover:** \$5 million - \$10 million (3)

#### Board of Directors:

Mr. Reg Birchfield (Chairman)

Mr. Ian Grant (Member of the board)

**Bank(s):** Bank of New Zealand

**No. of Employees:** 40

**Date established:** 1983

**Member of:** Magazine Publishers Association of New Zealand

New Zealand Direct Marketing Association

**Languages of Correspondence:** English

31  **P** Publishers of advertising journals

45  **P** Publishers of company organisation and management periodicals

Exporter:  Importer:

#### 28620 Publishing: Trade and professional publications, directories and reference books

02  **P** Publishers of professional directories

09  **P** Publishers of trade directories

11  **P** Publishers of trade name, trade mark and logo directories

23  **P** Publishers of catalogues

40  **P** Publishers of trade publications, engineering

47  **P** Publishers of trade publications, furniture

50  **P** Publishers of trade publications, agriculture

Exporter:  Importer:

#### 81150 Direct marketing services

01  **S** Direct marketing organisations

17  **S** Direct mail printing and automated inserting services

19  **S** Addressing services, direct mail

24  **S** Mailing lists, industrial and commercial

Exporter:  Importer:

#### 81300 Exhibition and conference organisers

10  **S** Conference organisation services

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## Products/Services

KEY:

**P=Manufacturer/Producer, D=Distributor,**

**S=Service, A=Agent**

Exporter:  Importer:

#### 28600 Publishing: Newspapers and magazines

04  **P** Publishers of general interest magazines

12  **P** Publishers of technical magazines

13  **P** Publishers of business and financial magazines

27  **P** Publishers of professional and union journals

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## Kompass Company Profile of...

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### Telecom Directories - Yellow Pages

Telecom Directories Ltd  
632 Great South Road  
Penrose  
Auckland 1006  
P O Box 17157 Greenlane 1130  
Tel.: +64-9-525 3430  
Free Phone: 0800-803 803  
Free Fax: 0800-114 753  
Fax.: +64-9-525 5092  
E-mail: talk-to-us@yellowpages.co.nz  
Website: <http://www.yellowpages.co.nz>  
<http://www.whitepages.co.nz>  
<http://www.ypds.co.nz>

**Executives:**

Mr. Roger Shipp (General Manager)  
Mr. Greg Hurn (Financial Controller)  
Mr. Greg Runnerstrum (Marketing & Strategy Manager)  
Ms. Melanie Stevenson (Data Solutions Product Specialist)

**Activities:**

Publishers of printed and electronic directory information including Yellow Pages, White Pages, Local Directories, Internet Yellow Pages and Internet White Pages

**Brand Names:** Local Directories

White Pages  
Yellow Pages  
Yellow Pages Data Solutions

**Parent Company:** NZ 107254 Telecom Corporation of New Zealand Ltd

**Turnover:** 221,000,000 NZD (2004)

**Bank(s):** Westpac

**Member of:** New Zealand Direct Marketing Association  
Wellington Regional Chamber of Commerce

**Registration no:** 385908

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### Products/Services

KEY:

P=Manufacturer/Producer, D=Distributor,  
S=Service, A=Agent

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28620  **Publishing: Trade and professional publications,  
directories and reference books** Exporter:  Importer:

08  Publishers of telephone directories  
10  Publishers of telex and telefacsimile directories

81150  **Direct marketing services** Exporter:  Importer:

24  Mailing lists, industrial and commercial