

CHIEF FINANCIAL OFFICER 2018 DATA CARD

A Response Masterfile of Senior Finance Executives

COUNT: 9,450 **SOURCE:** Qualified + Response **TYPE:** Readers, Delegates, Business Executives

LIST MANAGER: Total List & Data Services, Markham, ON 905-201-6603 x 226 lists@dma.ca

This Canadian *Chief Financial Officer* masterfile reader list is a qualified, engaged audience of combined top-tier, highly-responsive Finance and Fintech executives from all Lloydmedia Inc publications. This robust masterfile is comprised of the most influential Canadian CFOs, VPs Finance, National Finance Managers, Chief Risk Officers, Directors of Finance, Credit & Collections Officers, VPs Capital & Investment, Payments Executives, and other C-suite finance & investment executives. These company executives are highly-engaged subscribers to print and digital magazines, including *Payments Business*, *Contact Management*, *Financial Operations*, *Canadian Treasurer*, *Canadian Equipment Finance*, *Direct Marketing*, as well as delegates to Lloydmedia and partner conferences, seminars, briefings and special reports. They rely on the magazines to help them make critical decisions on creating and allocating finance budgets and cash flow to ensure operational success in their organizations. These include strategy, systems, analytics, big data, legacy systems, IT and more.

Chief Financial Officers are all subscribers and consist of the key segments of major purchasing influencers, including: Senior decision makers, C-suite executives, CB 1000 leaders, finance agency heads, loyalty program heads, and more. This Chief Financial Officer list is the optimal answer for marketers developing significant business networks with their most targeted audience. This list contains title and industry data for businesses and professionals subscribing to our publications, which bring finance content for top professionals in finance functions within a variety of business industries. New to market, this mailing list contains cost-effective prospects for postal and email requirements.



The Masterfile delivers key influencers and purchasers of: AP & AR outsourcing/ Investor Communications / Big Data Systems / Cybersecurity / Seminars / Sponsorship / Recruitment / Strategy / Information Technology / Software / Hardware / Compensation / Careers / and more.

Our publications and digital channels publish thought leadership on topics on a wide range of finance functions which range across the entire financial operations at major and medium-sized corporations, organizations, government departments, regions, cities, and the largest companies in Canada. They are open to a wide range of offers for finance solutions, business intelligence, events, seminars, information reports, data-driven finance, order fulfillment, logistics, delivery and more. |

SOURCE: QUALIFIED CONTROLLED CIRCULATION | EVENT ATTENDANCE | DIRECT RESPONSE | PRODUCT PURCHASE | REGISTRATIONS | PRODUCT BUYERS

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KEY DATA

COUNT: 9,450

RATE: \$300/m MIN: 3,000 names

PRIVACY: CASL COMPLIANT

GEOGRAPHIC: Canada Only

PROV: \$10.00/M

FSA: \$15.00/M

KEY CODING: \$3.50/M

EMAIL +\$800.00/F (ask for counts)

FTP \$100.00/F

Lists sent only to third party houses