THE ACADEMIC REGISTER

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Targeting Academic decision-makers is a complex task. Teaching staff can be multi-subject specialists who deliver modules at a number of campus sites. In association with Mardev, Direct 2 Education offers in-depth coverage of this complex market.

The **Academic Register** contains comprehensive details of all Further & Higher Education Institutions in the UK and overseas. Users can target by:

Institution Type

Further Education Colleges, Higher Education Colleges and Universities

Job Function or Seniority

Both Academic and Administrative, Heads of Department, Professors, Lecturers and Research and Support staff

Subject

Broad Subject, Specific Course, Individual Course Module

Course Type

e.g. Bachelor, Masters Degrees, DipHEs as well as Foundation Degrees, HNDs and Post Graduate courses

With access to over 1.2 million Academic, Library and Administrative contacts worldwide, and an almost limitless combination of selection options available, users can build bespoke lists. We will guide you through the data selection process using our expert knowledge to ensure only the most relevant contacts are targeted.

Key Facts

- Contains over 1.2 million contacts
- More than 2200 subject areas are covered and over 40 areas of administrative responsibility, in 150 countries worldwide
- Highly selectable – identify the academic or administrative staff you need to reach, to sell your products and services
- Ideal for multi-channel campaigns – direct mail, telesales and e-marketing, with more than 700,000 email addresses available
- Accurate and up-to-date data

Academic Subject Selection

All lists are coded using a subject classification designed specifically to meet the requirements of Education Marketers and to match the range of courses taught throughout the world. All codes are structured in a tier system so that choices can be made on broad categories or on much finer selections. For example:

First Tier Selection – Major Field

Second Tier Subject – Individual Main Subject

Third Tier Subject – Specific Main Course

Fourth Tier Subject – Subdivision of Third Tier Subject

Selection by Administrative Responsibility

Again, users can select across a wide range of criteria including:

Department

Area of Administrative Responsibility

Seniority of Contact

Please note, for the Administrative contacts our coverage is UK only.

List research, maintenance and development of the Academic Register are central to our operation.

Our systems are constantly monitored, reviewed and improved. We have found that a multi-channel approach gives the best results and we maintain the file in the following ways:

Data User Groups
Clients who purchase our data are invited to join our **Data User Group**. When using our data for marketing communications, accounting and administration purposes our clients are in regular contact with the institutions maintained on the list. When an anomaly in the data is identified, we ask Data User Group members to feed this information back so that the **Academic Register** can be updated accordingly.

Direct Mail Returns
We deliver many successful mailing campaigns for our clients. Most envelopes used will feature Direct 2 Education's return address, so any gone-away items are automatically returned to us for checking. The **Academic Register** is then updated where necessary.

Dedicated Research Team
The **Academic Register** is maintained in-house. All aspects of the list including address, telephone numbers, emails and contact details are verified on an ongoing basis.

Screening Programme
We can suppress against all the major preference files including MPS, and TPS and CTPS.

For more information call 01634 26 36 26 or email enquiries@direct2education.com

UK SITE COUNTS					COUNT
Traditional University					117
Old University					60
FE and HE Colleges					389

UK Core Subject Counts	HoD	Lecturers	Professors	Researchers	Total
AGRICULTURE	154	1795	176	392	2517
ANATOMY & PHYSIOLOGY	37	1027	319	321	1704
ARCHAEOLOGY	35	759	183	320	1297
BIOCHEMISTRY	54	1425	557	598	2634
BIOLOGY SCIENCES	71	2405	831	1087	4394
BUILT ENVIRONMENT	221	3938	534	668	5361
BUSINESS MANAGEMENT & ECONOMICS	24	4977	1145	1303	7449
CHEMISTRY	49	1777	583	708	3117
COMPUTING & INFORMATION SYSTEMS	331	7149	803	1363	9646
DENTAL SCIENCES	23	516	133	86	758
EDUCATION	450	9419	568	1038	11475
ELECTRICAL & ELECTRONIC ENGINEERING	172	3415	684	857	5128
ENGINEERING SCIENCE	214	3646	529	602	4991
ENVIRONMENTAL SCIENCES	77	1843	429	638	2987
FOOD SCIENCE & TECHNOLOGY	124	1266	76	78	1544
GEOGRAPHY	79	1801	441	602	2923
GEOLOGY & EARTH SCIENCES	41	1188	399	609	2237
HEALTH RELATED SCIENCES	256	7625	1767	2406	12054
HISTORY	132	2586	694	1055	4467
LANGUAGE & LITERATURE	313	6641	910	1268	9132
LAW	98	3334	640	869	4941
LIBRARIES ALL SUBJECTS	15	233	43	49	340
LINGUISTICS	36	806	224	323	1389
MATERIALS SCIENCE	30	637	243	313	1223
MATHEMATICS & STATISTICS	147	3864	934	1073	6018
MEDIA & COMMUNICATION STUDIES	183	3321	303	347	4154
NURSING & ANCILLARY SERVICES	269	7241	370	763	8643
PERFORMING ARTS	165	1965	191	239	2560
PHARMACY & PHARMACOLOGY	36	1173	273	301	1783
PHILOSOPHY & RELIGIOUS STUDIES	113	2007	547	831	3498
PHYSICS	58	2034	815	876	3783
POLITICAL SCIENCES	78	1736	492	604	2910
PSYCHIATRY	13	367	115	117	612
PSYCHOLOGY	135	4761	823	1197	6916
SOCIOLOGY & SOCIAL STUDIES	495	8584	990	1450	11519
SPORT	169	2129	109	115	2522
VETERINARY SCIENCES	26	428	104	116	674
VISUAL ARTS & DESIGN	146	2562	115	161	2984
Total	5069	112380	19092	25743	162284
Total No. of selectable Subject disciplines			2200		
Named Librarians			2086		
Research (non-teaching) Staff			23818		

Please note, the above set of counts gives a very basic overview of the file. Please send us you brief or call to request for specific counts, both UK and Overseas.

UK COUNTS BY ADMINISTRATIVE AREA

DEPARTMENT	ADMINISTRATIVE RESPONSIBILITY	COUNT
Key Decision maker	Chief Executive	748
Key Decision maker	Top Level Director	3323
Administration/Planning	Central Administrative Services	342
Administration/Planning	Corporate/Strategic/Policy Planning	631
Administration/Planning	Customer Services	24
Administration/Planning	Operational Services	44
Administration/Planning	Quality Assurance	423
Communications	International Relations/Marketing	387
Communications	Public Relations/Marketing	704
Education	Academic Services	1128
Education	Academic Services - Computing	124
Education	Student Services - Careers Advice	141
Education	Student Services - Lifelong Learning	237
Education	Student Services - Welfare/Support	354
Financial	Central Financial Services	835
Financial	Central Financial Services - Accounting	12
Food	Catering	160
IT/Computing	Central Computing	968
IT/Computing	Network Management	170
Land/Property/Estates	Facilities/Property Management	814
Land/Property/Estates	Student Services - Accommodation	174
Library/Information	Library Services	131
Library/Information	Research/Information/Records Mgmnt	138
Personnel/Human Resources	Central Personnel Services	939
Personnel/Human Resources	Equality Issues	557
Purchasing/Procurement	Central Contract Management	7
Purchasing/Procurement	Central Purchasing of Supplies	335
Regulation/Control	Health and Safety (Internal)	283
Training	Central Staff Training	280
Total		7354

SENIORITY	COUNT
Main Address Record	753
Chief Executive/Equivalent	748
Top Level/Director	3323
Second Level/Assistant Director/Head of Service	1607
Third Level/Head of Service/Manager	139
Unspecified	784
Total	7354

FILE STRUCTURE

FIELD NAME	TYPE
D2E URN	Number
Title	Text
Initials	Text
Surname	Text
Job Title	Text
Institution Name	Text
Address 1	Text
Address 2	Text
Address 3	Text
Town	Text
County	Text
Postcode	Text
Country	Text
Telephone	Text
Facsimile	Text
Email Address (Data only available when using our in-house E-broadcast service)	Text
Institution Type	Text
Department	Text
Administrative Responsibility	Text
Subject	Text

RATES (excluding vat and delivery):

Data Usage	Volume	Rate
Single use – site address data	per 1000	£85.00
Single use – address + named contact	per 1000	£120.00
Single use – plus telephone numbers	per 1000	£120.00 extra
Single use – email address only*	per 1000	£320.00
Multi use – address + one named contact + telephone	per 1000	£480.00
Delivery	fixed fee	£10.00
Minimum order	fixed fee	£150.00

Please note emails are only available for single use when used in conjunction with our Broadcast Service (minimum order academic emails £320 plus £75 set-up fee).

For more information call 01634 26 36 26 or email enquiries@direct2education.com

UNDERSTANDING EDUCATION

DIRECT 2 EDUCATION
The Education Marketing Specialist

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