



D&B Socio-Economic Business File

Untapped Opportunity within Minority and Women-Owned Businesses

CURRENT FILE COUNT: 18,459,966

FILE PROFILE

Acquire, service, retain and grow new high potential accounts in the fastest growing segment of the U.S. economy. Use D&B's Socio-Economic business database to increase the effectiveness of your sales and marketing initiatives.

- Determine opportunity and sales penetration in high growth/changing markets
- Refine prospect lists and target messages based on ethnicity or gender
- Market your products/services to fast growing market segments
- Locate companies that produce or sell ethnic or gender related products

Classification	Count
Minority-Owned	
• Black/African American	85,297
• Asian	93,930
• Hispanic	133,261
• Indian Subcontinent	16,607
• Native American	16,852
• No noted classification	7,198
Women-Owned	1,571,679
Veteran-Owned	86,059

TERMS

Competitive Broker arrangements. Volume discounts for individual mailers and telemarketers.

SELECTORS

Socio-Economic Business (in general)

Socio-Economic Business (specific type)

(Specific Socio-Economic Business classifications are:
Black/African American, Asian, Hispanic/Latino,
Indian Subcontinent and Native American)

Call for information on additional selectors.

OUTPUT FORMATS

Mailing Labels

Pressure Sensitive.....

Multi-use FTP/E-mail

One-time-use FTP/Email.....

Telemarketing Records

FTP/Email

Please call for more information:

1.888.772.6947

We look forward to hearing from you!