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a-mail academic

**DIRECT MARKETING TO UNIVERSITIES  
& COLLEGES WORLDWIDE**

high quality named academics and librarians

## YOUR PARTNERS IN ACADEMIC MARKETING

Established over 20 years ago, A-Mail Academic offers you the most accurate mailing database of its kind providing you with direct access to the worldwide academic community. With numerous selection options ranging from geographic location to detailed subjects and disciplines, our database is ideal for anyone wishing to target this sector via E-mail, Telephone or Post.

The A-mail database is continually maintained and updated by an extensive team of multi-lingual researchers. This continuous process involves checking and amending all named contacts at each academic institution. In addition to this verification process we also add circa 9000 new academics every month. With continued emphasis on quality and attention to detail, we can help reduce wastage and gone away rates, enabling you to get more from your campaigns and improve your return on investment.

## HOW DOES IT WORK?

Visit [www.a-mail.co.uk](http://www.a-mail.co.uk) to explore our interactive count request facility. There, you can define your target audience by:

### SUBJECT AREA

Select any combination from an extensive range of different specialised subjects and disciplines.

### JOB LEVEL

Head of Department / Faculty, Professor, Lecturer, Researcher, Technician, Librarian, Department Secretary, Reader, Associate Professor, Director and Tutor.

### INSTITUTION TYPE

Universities, FE/HE (degree and non-degree) colleges, Technical, Education, Agricultural, Art, Music and Religious colleges, Medical schools, Nursing, Veterinary, Business and MBA colleges.

### GEOGRAPHIC LOCATION

Individual countries or broader regions from the UK, Western Europe, Central and Eastern Europe, Middle East, Caribbean, Central America, South America, North America, Central Asia, Africa, Far East and Pacific Rim.

### CONTACT METHOD

Personal E-mail, Postal or Telephone data can all be selected.

From here once the above selection criteria has been determined you can:

- 1 Build your own database count request by selecting from the available criteria, shown in drop-down menus.
- 2 Your request is then emailed directly to the A-Mail Academic team and you automatically receive a referenced copy for your records.
- 3 We will respond swiftly with up-to-the minute figures and breakdowns of your chosen criteria.

Alternatively, for one-to-one advice and support, you can call the team direct on +44 (0)1923 281700 or e-mail your enquiry through to [amail@dlg.co.uk](mailto:amail@dlg.co.uk)



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Agriculture	8	History	5
Anatomy & Physiology	8	Language & Literature	4
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# SUBJECT LISTING

10000	<b>VISUAL ARTS &amp; DESIGN</b>	30300	English Literature
10100	Fine Arts	30400	Foreign Languages for Business
10200	Graphic Arts & Design	30500	Modern European Languages
10300	Textiles & Fashion Design	30600	European Literature
10400	3-Dimensional Design	30700	Middle & Near Eastern Languages
10500	Visual Culture	30800	African Languages
10600	History of Art	30900	Asian Languages
10700	Architectural History	31000	South East Asian Languages
10800	History of Design	31100	Australian & Pacific Languages
10900	Creative Arts & Studies	31200	Central & South American Languages
11000	Hairdressing & Personal Care	31300	Non-European or World Literature
20000	<b>PERFORMING ARTS</b>	31400	Cultural Studies
20100	Arts Management	31500	British Studies
20200	Performance Studies	31600	European Studies
20300	Theatre Studies	31700	Middle Eastern Studies
20400	Text & Theatre History	31800	African Studies
20500	Physical Theatre	31900	Asian Studies
20600	Technical Theatre	32000	Australian & Pacific Studies
20700	Dance	32100	South American Studies
20800	Musicology	32200	Central American Studies
20900	Conducting	32300	Caribbean Studies
21000	Musical Composition	32400	Canadian Studies
21100	20th Century Music	32500	North American Studies
21200	World Music	32600	Classical Studies
21300	History of Music	40000	<b>LINGUISTICS</b>
21400	Musical Instruments & Construction	40100	General Linguistics
21500	Sonic Arts	40200	Comparative Philology
30000	<b>LANGUAGE &amp; LITERATURE</b>	40300	Comparative Linguistics
30100	Comparative Literary Studies	40400	Applied Language & Linguistics
30200	English Language		

50000	<b>MEDIA &amp; COMMUNICATION STUDIES</b>	71300	Australian & Pacific Archaeology
50100	Human Communication Studies	71400	Middle & Near Eastern Archaeology
50200	Media Communication	71500	African Archaeology
50300	Media Production & Technology	71600	Russian & Central Asian Archaeology
50400	Broadcast Media	71700	South East Asian Archaeology
50500	Film, TV & Video Studies	71800	South Asian Archaeology
50600	Journalism	71900	East Asian Archaeology
50700	Digital Arts & Media	72000	Museum Studies
60000	<b>HISTORY</b>	80000	<b>PHILOSOPHY &amp; RELIGIOUS STUDIES</b>
60100	Modern History	80100	Introductory Philosophy
60200	Ancient History	80200	Studies in Philosophy
60300	Ethnohistory	80300	History of Western Philosophy
60400	Social History	80400	World Religions & Philosophy
60500	Political History	80500	Christian Theology
60600	British History	80600	Biblical Studies
60700	European History	90000	<b>GEOGRAPHY</b>
60800	World History	90100	Human Geography
70000	<b>ARCHAEOLOGY</b>	90200	Physical & Environmental Geography
70100	Archaeological Sciences	90300	Regional Geography
70200	Archaeological Theory & Practice	90400	Spatial Science
70300	Environmental Archaeology	100000	<b>SOCIOLOGY &amp; SOCIAL STUDIES</b>
70400	Palaeoethnology	100100	Sociology
70500	Bioarchaeology	100200	Gender Theory & Sexuality
70600	Artefact Restoration & Conservation	100300	Political Sociology
70700	Classical & Mediterranean Archaeology	100400	Geographic Sociology
70800	Medieval Archaeology	100500	Social Policy & Applications
70900	British Archaeology	100600	Social Work
71000	European Archaeology	100700	Health & Social Care Studies
71100	North American Archaeology	100800	Child Development Studies
71200	South American Archaeology	100900	Criminology

101000	Social & Cultural Anthropology	121500	Special Needs Teaching
110000	<b>PSYCHOLOGY</b>	121600	Educational Technology
110100	Introductory Psychology	121700	International Education
110200	Biological Psychology	121800	Careers Education & Advice
110300	Developmental Psychology	130000	<b>BUSINESS, MANAGEMENT &amp; ECONOMICS</b>
110400	Cognitive Neuroscience	130100	Business Studies & Administration
110500	Social Psychology	130200	Business Management
110600	Behavioural Science	130300	Marketing
110700	Experimental Psychology	130400	Accountancy
110800	Evolutionary Psychology	130500	Banking, Finance & Investment
110900	History of Psychology	130600	Business Economics
111000	Speech Pathology	130700	Human Resource Management HRM
111100	Applied Psychology	130800	International Business
111200	Clinical Psychology	130900	Office Skills
111300	Human Sciences	131000	Economic Theory & Practice
120000	<b>EDUCATION</b>	131100	Financial Economics
120100	Education Studies	131200	Land/Property Economics & Valuation
120200	Pre - School	131300	Public Sector Economics
120300	Primary Education	131400	Political Economy
120400	Secondary Education	131500	Regional Economics
120500	Vocational Education	131600	International Economics
120600	Further Education	131700	Development Economics
120700	Higher Education	131800	World Economies
120800	Continuing Professional Development	140000	<b>LAW</b>
120900	Adult & Continuing Education	140100	General Legal Studies
121000	Home Tuition	140200	English Legal System
121100	Distance Learning	140300	Scots Law
121200	Open Learning	140400	Constitutional & Administration Law
121300	Study Skills	140500	Business & Industrial Law
121400	Teacher Education	140600	Financial Regulation

140700	Property Law	161000	Therapeutics therapy
140800	Family Law	161100	Oncology
140900	Criminal Justice	161200	Surgery
141000	Civil Liberties Law & Society	161300	Traumatology & Intensive Care
141100	International Law	161400	Nursing
141200	European Law & European Community Law	161500	Learning Disabilities
141300	Non-European Law & Legal Systems	161600	Physical Disabilities
141400	Medical Law	161700	Medical Ethics
141500	Sports Law	161800	General Practice & Primary Care
150000	<b>POLITICAL SCIENCES</b>	161900	Tropical Medicine
150100	Political Theory & Analysis	162000	Psychosomatic Medicine
150200	Public Administration & Policy	162200	Medical Physics
150300	Cultural Politics	162300	Medical Terminology
150400	International Political Studies	162400	Medical Technology
150500	Political Ideologies	162500	Medical Engineering
150600	International Relations	162600	Basic Medical Sciences (interdisciplinary)
150700	Strategic Studies	170000	<b>DENTAL SCIENCES</b>
150800	UK Government & Political Systems	170100	Clinical Dentistry
150900	European Governments & Political Systems	170200	Dental Preclinical Sciences
151000	Non-European Political Systems	170300	Dental Practice Management
160000	<b>MEDICINE &amp; NURSING</b>	170400	Dental Nursing
160100	Medicine	170500	Dental Pharmacology & Therapeutics
160200	Clinical Medicine	170600	Dental Public Health & Dental Health Promotion
160300	Epidemiology	180000	<b>HEALTH RELATED SCIENCES</b>
160400	Public Health	180100	Orthoptics & Ophthalmology
160500	Andrology	180200	Podiatry
160600	Gynaecology	180300	Nutrition
160700	Family Health	180400	Radiology
160800	Paediatrics	180500	Rehabilitation Therapies
160900	Adult & Geriatric Medicine	180600	Complementary Therapies

190000	<b>ANATOMY &amp; PHYSIOLOGY</b>	240000	<b>FOOD SCIENCE &amp; TECHNOLOGY</b>
190100	Anatomy	240100	Food Processing Technology
190200	Human Physiology	240200	Food Industry Management
190300	Pathology	250000	<b>AGRICULTURE</b>
190400	Forensic Medicine & Science	250100	Agricultural Sciences
190500	Animal Physiology	250200	Agricultural Management
200000	<b>PHARMACY &amp; PHARMACOLOGY</b>	250300	Animal Husbandry & Technology
200100	Pharmacy Practice	250400	Crop Sciences
200200	Pharmacology	250500	Plant Sciences
200300	Immunology	250600	Rural Economy
200400	Pharmaceutical Sciences	250700	Aquaculture & Fisheries
210000	<b>PSYCHIATRY</b>	250800	World Agriculture Systems
210100	Psychiatric Studies	260000	<b>VETERINARY SCIENCES</b>
210200	Clinical Psychiatry	260100	Veterinary Science
220000	<b>BIOLOGICAL SCIENCES</b>	260200	Clinical Veterinary Science
220100	Biology	260300	Veterinary Surgery
220200	Genetics	260400	Animal Care
220300	Microbiology Biofilms	270000	<b>ENVIRONMENTAL SCIENCES</b>
220400	Neuroscience (interdisciplinary)	270100	Environmental Systems & Technology
220500	Environmental Biology	270200	Environmental Engineering
220600	Marine Biology	270300	Natural Resource Management & Engineering
220700	Zoology	270400	Global Environmental Issues
220800	Ecology Bionomics	270500	Renewable & Alternative Energy Systems
220900	Biotechnology	270600	Environmental Computer Modelling & Simulation
221000	Biomedical Engineering (interdisciplinary)	280000	<b>GEOLOGY &amp; EARTH SCIENCES</b>
221100	Bioinformatics Software & Database Management	280100	Introductory Geology
221200	Biomedical Sciences (interdisciplinary)	280200	Geosciences
221400	Computational & Systems Biology	280300	Structural Geology & Tectonics
230000	<b>BIOCHEMISTRY</b>	280400	Geochemistry
230100	Biochemistry	280500	Economic Geology

280600	Engineering Geology	310200	Materials Design
280700	Palaeontology	310300	Metals & Metallurgy
280800	Geological Computer Modelling & Simulation	320000	MATHEMATICS & STATISTICS
290000	CHEMISTRY	320100	Introductory Mathematics
290100	Introductory Chemistry	320200	Pure Mathematics
290200	Physical Chemistry	320300	Statistics & Probability
290300	Organic Chemistry	320400	Applied Mathematics & Applied Statistics
290400	Inorganic Chemistry	330000	COMPUTING & INFORMATION SCIENCE
290500	Theoretical Chemistry	330100	Theoretical Computer Science
290600	Molecular Sciences (interdisciplinary)	330200	Computer Engineering & Development
290700	Crystallography	330300	Intelligent Systems Technology
290800	Analytical Chemistry	330400	Computer Graphics, Animation, Imaging Science, Telematics & Multimedia Technology
290900	Applied Chemistry		
291000	Computational Chemistry	330500	Computing
300000	PHYSICS	330600	Cognitive Science
300100	General Physics	330700	Information Science
300200	Astronomy	330800	Information & Communications Technology
300300	Astrophysics & Space Physics Studies	330900	Applied Computing
300400	Experimental Physics	340000	ELECTRICAL & ELECTRONIC ENGINEERING
300500	Condensed-Matter Physics		
300600	Theoretical Physics	340100	Electrical Engineering
300700	Optics Astronomical	340200	Energy Studies
300800	Vibration & Wave Physics	340300	Electronic Engineering
300900	Engineering Physics	340400	Microelectronics Diode
301000	Computational Physics	340500	Telecommunications
301100	Environmental Physics	340600	Communications Engineering & Design
301200	Metrology	340700	Applied Electronics
301300	Physics Education Research	350000	ENGINEERING SCIENCE
310000	MATERIALS SCIENCE	350100	Science & Technology foundation level
310100	Materials Science	350200	Mechanical Engineering Principles & Practice

350300	Mechanical Engineering Design	370000	SPORT
350400	Transport Engineering	370100	Sports Science
350500	Automotive & Combustion Engineering	370200	Leisure Studies
350600	Aeronautical Engineering	380000	APPLIED SCIENCES RESEARCH
350700	Aerospace Design & Defence Engineering	380100	Research Skills
350800	Naval Architecture & Marine Engineering	380200	Laboratory Science
350900	Engineering Trades	380300	Laboratory Technology & Instrumentation
351000	Production Engineering		
351100	Industrial Engineering & Plant Science		
351200	Combustion & Explosion Engineering		
351300	Mining Engineering		
351400	Offshore Engineering		
351500	Supply Engineering (water, gas, electricity, utilities)		
351600	Chemical Engineering & Chemical Technology		
351700	Separation Science & Technology		
351800	Fuel Engineering & Technology		
360000	BUILT ENVIRONMENT		
360100	Environmental Design		
360200	Town & Country Planning		
360300	Surveying & Mapping Science		
360400	Land Resource & Estate Management		
360500	Architectural Design & Engineering		
360600	Civil Engineering Technology & Construction Materials		
360700	Design of Structures		
360800	Building Engineering & Management		
360900	Building Science & Materials		
361000	Building Trades		

# COUNTRIES AVAILABLE

UNITED KINGDOM	206 BULGARIA	435 SULTANATE OF OMAN
001 ENGLAND	212 CZECH REPUBLIC	437 QATAR
002 SCOTLAND	213 SLOVAKIA	438 UNITED ARAB EMIRATES
003 WALES	224 HUNGARY	440 SAUDI ARABIA
004 NORTHERN IRELAND	239 POLAND	441 REPUBLIC OF YEMEN
WESTERN EUROPE	240 MOLDOVA	448 SYRIA
104 AUSTRIA	242 ROMANIA	450 ISRAEL
106 REPUBLIC OF IRELAND	251 TURKEY	460 PALESTINE
109 FRANCE	257 SERBIA	CARIBBEAN
112 GERMANY	258 MONTENEGRO	512 BAHAMAS
118 GREECE	263 BELARUS	513 PUERTO RICO
124 ITALY	264 BOSNIA & HERZEGOVINA	517 GUYANA
133 PORTUGAL	265 CROATIA	518 BARBADOS
139 SPAIN	266 ESTONIA	519 ST LUCIA
148 SWITZERLAND	268 LATVIA	538 JAMAICA
209 CYPRUS	269 LITHUANIA	558 TRINIDAD & TOBAGO
230 LIECHTENSTEIN	271 SLOVENIA	581 CUBA
233 MALTA	272 MACEDONIA	584 DOMINICAN REPUBLIC
BENELUX	273 UKRAINE	CENTRAL AMERICA
100 BELGIUM	279 RUSSIA	504 PANAMA
121 THE NETHERLANDS	281 GEORGIA	508 GUATEMALA
127 LUXEMBOURG	282 ARMENIA	521 BELIZE
SCANDINAVIA	MIDDLE EAST	546 HONDURAS
103 DENMARK	404 BAHRAIN	590 EL SALVADOR
119 FINLAND	405 EGYPT	SOUTH AMERICA
128 ICELAND	407 ISLAMIC REPUBLIC OF IRAN	507 PARAGUAY
137 NORWAY	408 IRAQ	509 ARGENTINA
145 SWEDEN	410 JORDAN	510 PERU
REST OF EUROPE	423 KUWAIT	533 BOLIVIA
200 ALBANIA	425 LEBANON	539 BRAZIL

540 SURINAM	633 ALGERIA	749 THAILAND
564 URUGUAY	634 SOUTH AFRICA	753 MACAU
569 CHILE	635 IVORY COAST	762 MALAYSIA
570 VENEZUELA	636 BOTSWANA	773 VIETNAM
572 COLOMBIA	641 KENYA	PACIFIC RIM
578 COSTA RICA	642 LESOTHO	700 AUSTRALIA
587 ECUADOR	643 SWAZILAND	706 PEOPLE'S REPUBLIC OF CHINA
592 NICARAGUA	645 SUDAN	709 FIJI
NORTH AMERICA	646 TANZANIA	710 VANUATU
350 CANADA	651 TUNISIA	712 JAPAN
577 MEXICO	654 CAMEROON	715 REPUBLIC OF KOREA
CENTRAL ASIA	655 TOGO	721 NEW ZEALAND
276 UZBEKISTAN	656 MADAGASCAR	724 PAPUA NEW GUINEA
280 TAJIKISTAN	659 MALAWI	726 HONG KONG
283 KAZAKHSTAN	661 UGANDA	727 THE PHILIPPINES
284 KYRGYZSTAN	674 MAURITIUS	730 SOLOMON ISLANDS
285 AZERBAIJAN REPUBLIC	676 DEM. REP. OF CONGO	736 TAIWAN
601 PAKISTAN	679 ZAMBIA	743 SAMOA
615 BANGLADESH	680 MOZAMBIQUE	
629 INDIA	682 ZIMBABWE	
630 BHUTAN	686 NAMIBIA	
637 SRI LANKA	691 RWANDA	
AFRICA	695 REPUBLIC OF NIGER	
609 ETHIOPIA	696 THE GAMBIA	
611 REPUBLIC OF GUINEA	698 NIGERIA	
624 BENIN	699 GHANA	
622 SENEGAL	FAR EAST	
625 SIERRA LEONE	728 SINGAPORE	
628 LIBYA	732 INDONESIA	
632 MOROCCO	742 BRUNEI DARUSSALAM	

## ADDITIONAL PRODUCTS & SERVICES

### LIBRARIES AND LIBRARIANS DATABASE

A-Mail Academic also provides extensive information on libraries and librarians in the UK, Europe and the rest of the world.

### MANAGEMENT AND ADMINISTRATIVE CONTACTS DATABASE

Fully researched and validated within each Academic year this list offers the ability to reach the key, named purchasers and decision makers – selectable by their area of responsibility – within the UK Universities and Further/Higher Educational Establishments.

Researched primarily by telephone, this list offers an unrivalled opportunity to target the senior personnel in the Key administrative areas of UK Universities and Colleges, with a wide range of business-to-business products and services.

Choose from job titles and roles such as:

- Principal/Head of Institution
- Bursar/Financial Director
- Estates/Premises/Facilities Manager
- Marketing Manager
- IT/Systems/Network Manager
- Head of Human Resources
- Catering Manager
- President of the Students' Union
- Admissions Officer
- Careers Officer

## ADDITIONAL PRODUCTS & SERVICES

### THE SCHOOLS REGISTER

The Schools Register is the most accurate and up-to-date commercial database of UK schools and colleges available today, offering unique 'lifestyle' demographics on school life and use of products and services. Designed to be highly selectable so that you can target your audience precisely, this dataset is ideal for anyone wishing to reach contacts at schools via the channels of direct mail, telephone or email.

### E-BROADCASTING SERVICES

Should you require we can broadcast your e-marketing messages to selected contact addresses – on provision of approved creative in HTML or text format – with an insightful post-campaign reporting service.

### BESPOKE RESEARCH

At A-mail Academic we are happy to take on any bespoke educational research you would like.





## ABOUT DLG

A-Mail Academic is a specialist education database offered by DLG; one of the UK's leading providers of fresh consumer data, multi-channel partnership programmes, list broking and planning services and customer insight strategies.

At DLG we pride ourselves on delivering outstanding data-driven products and solutions. Our customer-centric culture, exceptional speed to market and our dynamic approach to business, empower us to achieve outstanding results – to transform the expected into the exceptional. The cornerstone of our success derives from strong relationships with our clients, grounded in deep business understanding – we listen, understand and respond to your needs. And while we're big enough to handle your most complex and critical challenges, we're small enough to care passionately about meeting your goals.

If you're interested in any of the data solutions services offered by DLG, please contact sales on +44 (0)1923 281700 to discuss your requirements



a-mail academic

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