



The IMRI Brochure

IMRI - Bringing your Company to Global Markets

This brochure provides information about the services that IMRI offers including details about the IMRI eYearbook, our Unique On-line Visibility, our Enquiry-Relay Service and our comprehensive Database, together with information about subscription to these services.

Unique On-line Visibility

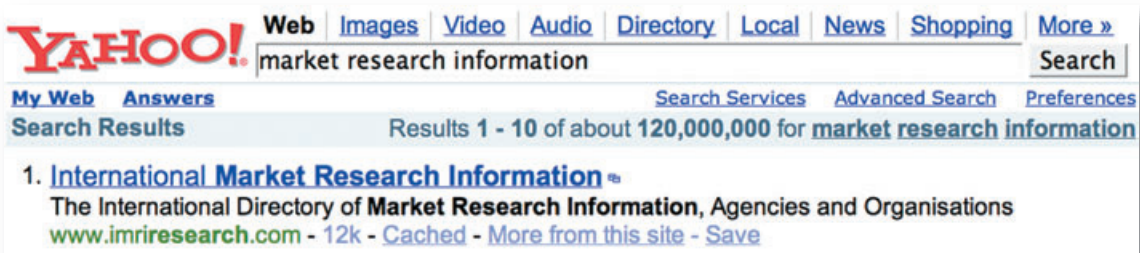
- Still Number One..!

With increased traffic and searches, IMRIresearch.com now appears at the top of the list of non-sponsored sites resulting from Market Research related searches in major search engines.

For example, by typing 'market research agencies' or 'international market research' into Google or Yahoo, the list of results from many millions of sites on the web will show IMRI at the top. Other search engines include: MSN, Lycos, Ask Jeeves, Hotbot and All-the-Web.

The main reason for this is the enormous popularity and usage of IMRI's Directory of Market Research Agencies in all the developed countries of the world. We are recording several million hits per year from 127 countries.

Researchers are using the directory not only to find agencies in their own country, but also to find companies who can help them in other countries, either directly or as third-party suppliers on international projects.

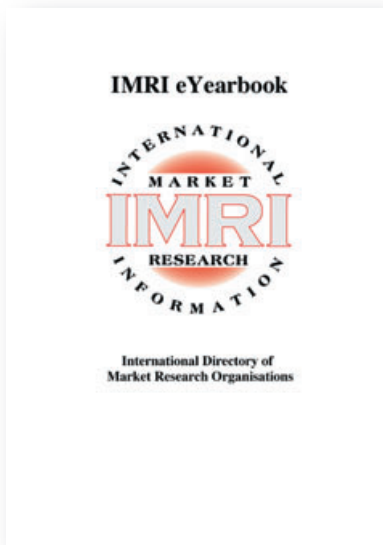


- 2 "This year we were given the opportunity to advance our listing by selecting multiple search categories. As the #1 searched for site for research agencies on-line, we purchased as many additional categories as possible"
Heather Hagenow ~ Chamberlain Research Consultants, Inc.

The IMRI eYearbook

- Maximising Distribution with Free eYearbook Download

Since making the new electronic version of the IMRI Yearbook easily available to download in PDF format, free from our web site, distribution and usage has grown enormously, and is virtually limitless.



The IMRI Yearbook contains:

The International Directory of Market Research Organisations (IDMRO)

A comprehensive directory of Market Research Agencies, Publishers and Associations in over 100 countries. Besides country listings, agencies appear in regions (e.g. Asia), specialist fields (e.g. qualitative), and market sectors (e.g. healthcare and pharmaceutical).

Search Guide to the IMRI Database on DataStar

A guide to searching the IMRI database on DataStar, via the internet.

Many useful International Lists and Indices.

Here are just a few of the many thousands who have downloaded the IMRI eYearbook

Ramon Dacio, Business Development Mgr. - Unilever
Lorraine Money Penny, Project Manager - Mastercard
Anita Peleg, Senior Lecturer Marketing - London SB University
Lucienne Hellebosch, Managing director - Gates MR Agency
Gary Soares, Project Director - Info Recherche
Samira Ben Hadi, Account Manager - Publicitas
R Ashok, Director - Knowledge Base
Kam Weng Wai, Sales Manager - Bayer
Vicki Law, Knowledge Center Manager - Adventis
Joel T. Ombry, Market Research Manager - Alticor
Juan F. Maisterrena, Project Development Director - MSN
Brennan Carr, Strategic Research & Analysis - Experian
Danielle Nelson, Manager - Arena Football
Katherine Dixon, Business Development Assistant - Novartis
Kate Munro, Team leader, Research - Mott MacDonald Group
Yunus Ali, Marketing - Sony Ericsson

3 "We set great store by our IMRI entry"
Consensus.

Additional Included Services

- Enquiry Relay Service

As a result of IMRI's prominence in the field of market research sourcing, we receive many enquiries relating to clientside and third-party market research requirements.



Many of these enquiries relate to primary market research needs, and they are relayed directly to IMRI Subscribers, as appropriate.

IMRI is completely independent of any publisher, agency or service, and does NOT undertake any other market research service (other than those described in this brochure).

We can, therefore, guarantee that all enquiries will be met from IMRI's Database sources, and / or passed on to IMRI Subscribers.

- The IMRI Database*



The IMRI Database is hosted on DataStar, Thomson Dialog's collection of information databases, which can be accessed by researchers worldwide, via the web.

The IMRI Database includes over 50,000 abstracts of Market Research report sources (including journals, databases, audits, published surveys, etc).

Each IMRI Subscriber has an entry in the IMRI Database, with keywords and descriptions reflecting their yearbook entries.

Subscribers can also list any published reports, surveys, audits, omnibi, etc, free of charge, on request.

* now searchable on the IMRI web site

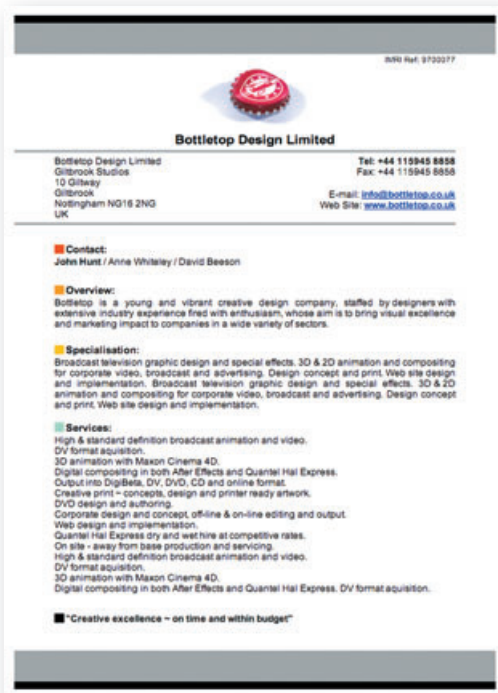
4 "We asked IMRI to identify suitable agencies to conduct innovative research in a field which was new to our company. The details they supplied were most useful"
Astra Zeneca.

Subscribe

- Take Full Advantage of the IMRI Services

Maximise your visibility and be found by the many thousands of companies and individuals who use IMRI. We offer a range of packages including the **Standard Package** with 2 category entries, the **Silver Package** with 5 category entries and our **Gold Package** with 12 category entries - all at very competitive prices. All packages can be extended with extra categories if you require.

Contact IMRI by email or telephone to request an IMRI Services Order Form or make your order on-line on our web site www.imriresearch.com - click on *List Your Agency*.



All packages include the full range of services shown in this brochure, including a listing on our web sites IDMRO.org (the International Directory of Market Research Organisations), market-research.net and IMRI's own award winning site IMRIresearch.com, a listing on the IMRI Database on DataStar, use of our Enquiry-Relay Service and, of course, entry in the IMRI eYearbook.

All entries in the IMRI eYearbook are now full page color entries which carry your color logo and detailed description of the expertise and services that you offer.

Don't forget that the IMRI eYearbook can be downloaded free of charge - and that many thousands of companies and individuals do this every year.

- Minimising Subscription Costs

With massive improvements to IMRI Services we can now offer subscription fees at 50% reduction. All directory entries are full-page, with full-color as a no-cost option. Subscriptions are renewable annually.

Take full advantage of the IMRI Services by subscribing today.

5 "We have had many enquiries via IMRI. Indeed, our biggest project to date came to us via IMRI."
Steve Nash, NA Global.



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