

EMAILING TEACHERS

Personal email: reach teachers at their personal school email address

Personal email lists contain secondary school heads of department at their own school email address. The lists may be selected by the subject taught, and by other criteria such as the location of the school, whether the school has a sixth form, its funding, and its specialist status.

Among the lists currently held are those listed below. For the latest information on totals and new lists being developed please call 01536 399 000 or visit www.emails.gs

Art	Geography	PE/Sport
Business Studies	History	Physics
Biology	ICT	PSHE
Chemistry	Maths	Religious Education
Deputy Head	Modern Languages	Science
Design and Technology	Music	SENCO
English		

By its very nature, emails to the Personal list by-pass the school administrator and go directly to the teacher concerned. Since these email addresses are generally only available through Hamilton House, and since we only allow each to be used once a week, response rates can be very high.

Personal emails are text only (although we can add your company logo) but we strongly recommend having a link from within the email on to your website.

Technical details, costs and other matters...

Emails to these teachers are charged at 18p each with a minimum fee of £25 per list. You can add your logo to the top of the email for £15. Prices include reporting on open rates and tracking a link to one web address.

Once your email has been sent out you will receive a report showing the click through and open rates, and a chart showing how this compares with other emails sent out using this service.

Click through and resultant sales rates vary, of course, but the Personal service regularly gets very high response rates, second only to those achieved by the Subscription service.

If you'd like to talk to us about your product or service and how the Personal lists can be used, please do call. If you would like us to look at your email before it is sent out, just forward it to our Creative Team and we'll give you a call back.

Personal email list web site: <http://www.emails.gs/PersPrefLists.html>

Phone: 01536 399 000. **Fax:** 01536 399 012. **Email:** Sales@hamilton-house.com

Postal address: Hamilton House Mailings plc, Earlstrees Ct, Earlstrees Rd, Corby, Northants, Nn17 4HH