

DUN & BRADSTREET CORP/NW
Form FWP
November 28, 2012

Filed Pursuant to Rule 433 under the
Securities Act of 1933
Registration Statement No. 333-182222
Issuer Free Writing Prospectus dated
November 28, 2012

TERM SHEET

\$450,000,000 3.250% SENIOR NOTES DUE 2017 (2017 NOTES)

\$300,000,000 4.375% SENIOR NOTES DUE 2022 (2022 NOTES)

Issuer:	The Dun & Bradstreet Corporation
Size:	2017 Notes: \$450,000,000 2022 Notes: \$300,000,000
Security Type:	Senior Notes
Coupon:	2017 Notes: 3.250% 2022 Notes: 4.375%
Maturity:	2017 Notes: December 1, 2017 2022 Notes: December 1, 2022
Trade Date	November 28, 2012
Price to Public:	2017 Notes: 99.991% 2022 Notes: 99.027%
Yield:	2017 Notes: 3.252% 2022 Notes: 4.497%
Spread:	2017 Notes: T + 262.5 bps 2022 Notes: T + 287.5 bps
Benchmark Treasury:	2017 Notes: 0.750% due October 31, 2017 2022 Notes: 1.625% due November 15, 2022
Benchmark Treasury Price and Yield:	2017 Notes: 100-19; 0.627% 2022 Notes: 100-01; 1.622%
Coupon Dates:	June 1 and December 1
First Coupon:	June 1, 2013
Settlement:	December 3, 2012 (T+3), interest will accrue from the settlement date
Make Whole Call:	2017 Notes: Callable at any time at the greater of par and the make whole redemption price (Treasury plus 40 basis points) 2022 Notes: Callable at any time prior to September 1, 2022 at the greater of par and the make whole

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redemption price (Treasury plus 45 basis points); on

or after September 1, 2022, callable at any time at par

Anticipated Ratings:

2017 Notes: BBB+ (S&P) / BBB+ (Fitch)

2022 Notes: BBB+ (S&P) / BBB+ (Fitch)

CUSIP / ISIN:

2017 Notes: 26483E AF7 / US26483EAF79

2022 Notes: 26483E AG5 / US26483EAG52

Joint Bookrunning Managers: Barclays Capital Inc.
J.P. Morgan Securities LLC
HSBC Securities (USA) Inc.
Merrill Lynch, Pierce, Fenner & Smith Incorporated

Co-Managers: Mitsubishi UFJ Securities (USA), Inc.
RBS Securities Inc.
Citigroup Global Markets Inc.
Wells Fargo Securities, LLC

Note: A securities rating is not a recommendation to buy, sell or hold a security and may be subject to revision or withdrawal at any time.

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering.

You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by contacting Barclays Capital Inc. toll-free at (888) 603-5847; or J.P. Morgan Securities LLC collect at 212-834-4533.