

# Professional Builder

**GEOGRAPHIC ANALYSIS**

Meet your direct marketing challenges in 2004 with *Professional Builder's* controlled circulation list, which targets residential building professionals.

*Professional Builder* has identified, documented and audited the most comprehensive database of building firms in the new-home construction industry.

- ◆ As a result, it reaches:
  - ◆ Custom/Luxury Home Builders
  - ◆ Residential Builders
  - ◆ Model Home Builders
  - ◆ Single Family Builders
  - ◆ Multi-Family Home Builders
- ◆ Reach over 3,000 architectural firms.
- ◆ Useful for promoting a multitude of building products:
  - ◆ Roofing & Siding
  - ◆ Lighting Fixtures
  - ◆ Locksets & Hardware
  - ◆ Doors & Windows
  - ◆ Plumbing Fixtures and Faucets



- ◆ Flooring & Floor Covering
- ◆ Cabinets & Countertop Materials
- ◆ Hand & Power Tools

*Professional Builder* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 127,000**

**Base Price: \$125/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Annual Dollar Volume	\$10/M
Average Square Footage Built	\$10/M
Building Activity	\$10/M
Build Luxury Homes	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Cost Per Square Foot	\$10/M
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$10/M
Remodeling Activity	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M
Type of Units Built	\$10/M

## Multi-Channel Pricing

Mailing/E-Mail: \$490/M  
Mailing/Telemarketing: \$215/M  
Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:  
32,613**

**E-List Base Price:  
\$425/M**

**SEE ALSO:**

- Architectural Specifier (Former Subscribers)**
- Building Design & Construction**
- Construction Equipment**
- Consulting-Specifying Engineer**
- DecisionMaker® Building/Construction Marketplace Database**
- Environmental Design + Construction**
- Interior Design**

- National Driller**
- Plumbing & Mechanical**
- Professional Remodeler**
- Reed Construction Data - Architecture Firm Database**
- Roofing Contractor**
- SNIPS**
- Stone World**

State	ZIP Code	Individuals
ME	039-049	631
NH	030-038	833
VT	050-059	380
MA	010-027	2,831
RI	028-029	429
CT	060-069	2,155
<b>New England</b>		<b>5.7% 7,259</b>
NY	100-149	6,641
NJ	070-089	4,059
PA	150-196	6,295
<b>Middle Atlantic</b>		<b>13.4% 16,995</b>
OH	430-458	5,564
IN	460-479	3,177
IL	600-629	6,365
MI	480-499	5,721
WI	530-549	3,414
<b>East North Central</b>		<b>19.1% 24,241</b>
MN	550-567	2,655
IA	500-528	1,627
MO	630-658	2,417
ND	580-588	334
SD	570-577	455
NE	680-693	922
KS	660-679	1,218
<b>West North Central</b>		<b>7.6% 9,628</b>
DE	197-199	417
MD	206-219	2,777
DC	200-205	174
VA	220-246	3,613
WV	247-268	541
NC	270-289	5,016
SC	290-299	2,183
GA	300-319	3,982
FL	320-349	8,068
<b>South Atlantic</b>		<b>21.1% 26,771</b>
KY	400-427	1,437
TN	370-385	2,218
AL	350-369	1,496
MS	386-397	638
<b>East South Central</b>		<b>4.6% 5,789</b>
AR	716-729	924
LA	700-714	1,107
OK	730-749	1,261
TX	750-799	7,416
<b>West South Central</b>		<b>8.4% 10,708</b>
MT	590-599	672
ID	832-838	783
WY	820-831	269
CO	800-816	2,988
NM	870-884	782
AZ	850-865	2,082
UT	840-847	1,042
NV	889-898	808
<b>Mountain</b>		<b>7.4% 9,426</b>
AK	995-999	310
WA	980-994	2,841
OR	970-979	1,737
CA	900-961	10,629
HI	967-968	396
<b>Pacific</b>		<b>12.5% 15,913</b>
<b>United States</b>		<b>99.8% 126,729</b>
<b>U.S. Territories</b>		<b>0.1% 108</b>
<b>Canada</b>		<b>0.1% 148</b>
<b>Mexico</b>		<b>—</b>
<b>Other International</b>		<b>0.0% 2</b>
<b>APO/FPO</b>		<b>0.0% 10</b>
<b>Unknown</b>		<b>0.0% 3</b>
<b>Total</b>		<b>100.0% 127,000</b>

Minimum Order: 5,000 Names  
1 year unlimited usage available  
Prices subject to change without notice  
Call for any additional costs, conditions and terms.

