

DecisionMaker® Building/Construction Marketplace Database



GEOGRAPHIC ANALYSIS

Target over 1.4 million building and construction industry decision-makers at over 879,000 locations with the *DecisionMaker® Building/Construction Marketplace Database*.

E-List Available

- ◆ Reach building/construction professionals such as:
 - ◆ Contractors
 - ◆ Engineers
 - ◆ Builders
 - ◆ Distributors
 - ◆ Manufacturers
 - ◆ Appliances
 - ◆ Insulation
 - ◆ Building Supplies/Services
 - ◆ Paints, Stains & Finishes
 - ◆ Cabinets & Countertops
 - ◆ Electrical Products & Supplies
 - ◆ Plumbing
 - ◆ Roofing Materials
 - ◆ HVAC Equipment
 - ◆ Windows & Doors
- ◆ Who are responsible for purchasing.
 - ◆ Appliances
 - ◆ Paints, Stains & Finishes
 - ◆ Plumbing
 - ◆ HVAC Equipment
 - ◆ Insulation
 - ◆ Cabinets & Countertops
 - ◆ Roofing Materials
 - ◆ Windows & Doors
 - ◆ Building Supplies/Services
 - ◆ Electrical Products & Supplies

DM2 DecisionMaker® Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker® Databases are unique to DM2 and updated every other month. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: Comprised primarily of controlled circulation subscription files, and also includes business directory & database listings and trade show attendee files.

Size of List: 1,408,354

Base Price: \$145/M

Multi-Channel Pricing

Mailing/E-Mail: \$515/M
 Mailing/Telemarketing: \$240/M
 Mailing/E-Mail/Telemarketing: \$615/M

Size of E-List:
159,239

E-List Base Price:
\$430/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Building/Construction Activity	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Employee Size	\$10/M
Home Address	n/c
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$10/M
PC User/CD-ROM Access/	
Internet Access	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M
Work Performed	\$10/M

- SEE ALSO:**
- Architectural Specifier (Former Subscribers)
 - Building Design & Construction
 - Construction Equipment
 - Engineered Systems
 - Plant Engineering
 - Professional Builder
 - Reed Construction Data – Architecture Firm Database
 - Roofing Contractor
 - RSMeans
 - SECURITY
 - Security Distributing & Marketing
 - Supply House Times

State	ZIP Code	Individuals
ME	039-049	7,330
NH	030-038	8,757
VT	050-059	4,050
MA	010-027	41,409
RI	028-029	5,558
CT	060-069	22,409
New England		6.4% 89,513
NY	100-149	90,979
NJ	070-089	42,766
PA	150-196	68,603
Middle Atlantic		14.4% 202,348
OH	430-458	58,240
IN	460-479	34,901
IL	600-629	73,636
MI	480-499	44,537
WI	530-549	32,647
East North Central		17.3% 243,961
MN	550-567	31,418
IA	500-528	17,568
MO	630-658	33,539
ND	580-588	3,824
SD	570-577	4,125
NE	680-693	11,707
KS	660-679	16,952
West North Central		8.5% 119,133
DE	197-199	4,180
MD	206-219	31,242
DC	200-205	3,502
VA	220-246	35,819
WV	247-268	6,458
NC	270-289	41,491
SC	290-299	19,263
GA	300-319	41,040
FL	320-349	75,132
South Atlantic		18.3% 258,127
KY	400-427	19,753
TN	370-385	26,819
AL	350-369	20,740
MS	386-397	8,904
East South Central		5.4% 76,216
AR	716-729	12,145
LA	700-714	14,088
OK	730-749	13,366
TX	750-799	88,360
West South Central		9.1% 127,959
MT	590-599	6,686
ID	832-838	8,116
WY	820-831	3,056
CO	800-816	24,177
NM	870-884	6,742
AZ	850-865	19,014
UT	840-847	9,565
NV	889-898	11,711
Mountain		6.3% 89,067
AK	995-999	3,476
WA	980-994	31,174
OR	970-979	17,028
CA	900-961	131,573
HI	967-968	3,735
Pacific		13.3% 186,986
United States		98.9% 1,393,310
U.S. Territories		0.1% 2,106
Canada		0.9% 12,922
Mexico		—
Other International		—
APO/FPO		—
Unknown		0.0% 16
Total		100.0% 1,408,354

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

DecisionMaker® Building/ Construction Marketplace Database



Business Type	Title	Buying Authority*
Architectural Firm	57,153 Architect	82,417 Appliances 122,591
Architectural/Engineering Firm	18,916 Company/Corporate Management	615,799 Building Supplies/Services 63,351
Building Firm	175,944 Construction Management	36,027 Cabinets and Countertops 125,182
Commercial Firm	1,996 Consultant	19,533 Caulks and Sealants 97,229
Consulting Firm	20,347 Design	44,673 Ceramic Tile 118,177
Contractors	466,093 Engineering & Engineering Management	117,411 Cogeneration 12,078
Design Firm	4,758 Management	171,013 Communications 17,679
Distributor	10,102 Middle Management	171,013 Computer Hardware, Software & Services 181,520
Government	6,997 Operations/Maintenance	9,455 Concrete/Masonry 85,532
Heavy Construction & General Building Contractors	39,955 Purchasing	27,358 Construction Equipment and Trucks 189,505
Industrial	2,376 Sales	63,697 Conveying Systems 33,718
Institutional	1,540	
Interior Design	15,880	
Manufacturer	224,002	
Manufacturer's Representative	2,340	
Owner/Developer/Investors	11,276	
Public Utility	1,454	
Retailer	15,288	
Wholesaler	57,379	
Employee Size		
	Less than 20	743,362
	20-49	216,001
	50-99	124,393
	100-249	132,706
	250-499	63,643
	500-999	41,638
	1,000 or More	46,145
Work Performed		
Air Conditioning	26,031	
Fire Sprinkler Piping	52,612	
Hydronic Heating	86,021	
Plumbing	122,075	
Private Water Systems	24,692	
Process Piping	32,551	
Refrigeration	15,991	
Sheet Metal Fabrication	24,001	
Ventilation	26,031	
Warm Air Heating	29,165	
Other Piping	51,573	
PC User/CD-ROM Access/Internet Access		
	PC at Home	19,489
	PC at Work	94,778
	CD-ROM Access	26,245
	Internet Access	86,814
Internet Usage		
	My Company Buys Via the Internet	212,230
	My Company Sells Via the Internet	116,894
	I Buy Via the Internet on Behalf of My Company	71,944
Sales Volume		
	Less than \$1 Million	445,806
	\$1 Million-\$9 Million	360,088
	\$10 Million-\$49 Million	164,280
	More than \$50 Million	104,132
Construction Activity		
	New Construction	206,278
	Remodeling/Renovation/Retrofit	266,936
Building Activity		
Commercial/Institutional	371,338	
Community (i.e. Museums)	91,384	
Education	93,626	
Government Buildings	84,974	
Industrial	184,403	
Labs/Research Facilities	7,192	
Medical Facilities	84,331	
Recreational Facilities	18,685	
Residential	303,907	
Retail (i.e. Hotels, Theatres)	110,655	

Source: Publisher's own data
* Multiple Response