

# DecisionMaker® C-Level Marketplace Database



Reach all C-Level Executives (CEO, CFO, CTO, CMO, COO, Partner, etc...) from Fortune 1000 companies, top law firms and other leading companies.

- ◆ Reach professionals with titles such as:
  - ◆ President
  - ◆ Vice President
  - ◆ Owner
  - ◆ Chief Executive
  - ◆ Proprietor/Principal

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: 1,830,956**

**Base Price: \$140/M**

## Selections (Additional Cost/M)

|                        |        |
|------------------------|--------|
| Geographic Analysis:   |        |
| State/Province/SCF     | \$10/M |
| 5-digit ZIP Code       | \$10/M |
| Business Type          | \$15/M |
| Canadian Names         | \$10/M |
| Employee Size          | \$10/M |
| Internet Usage         | \$20/M |
| Job Function           | \$15/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 |

## Multi-Channel Pricing

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

### SEE ALSO:

- DecisionMaker® Finance Marketplace Database
- DecisionMaker® Fortune 1000 Database
- DecisionMaker® Management Marketplace Database
- Executives - Financial Decision Makers
- Executives - Leading Private Companies
- Executives - Major Corporations & Subsidiaries

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

| State                      | ZIP Code | Individuals             |
|----------------------------|----------|-------------------------|
| ME                         | 039-049  | 9,180                   |
| NH                         | 030-038  | 11,692                  |
| VT                         | 050-059  | 5,492                   |
| MA                         | 010-027  | 55,032                  |
| RI                         | 028-029  | 7,355                   |
| CT                         | 060-069  | 31,928                  |
| <b>New England</b>         |          | <b>6.6% 120,679</b>     |
| NY                         | 100-149  | 132,669                 |
| NJ                         | 070-089  | 68,898                  |
| PA                         | 150-196  | 82,835                  |
| <b>Middle Atlantic</b>     |          | <b>15.5% 284,402</b>    |
| OH                         | 430-458  | 75,874                  |
| IN                         | 460-479  | 37,993                  |
| IL                         | 600-629  | 94,454                  |
| MI                         | 480-499  | 61,730                  |
| WI                         | 530-549  | 41,893                  |
| <b>East North Central</b>  |          | <b>17.0% 311,944</b>    |
| MN                         | 550-567  | 39,580                  |
| IA                         | 500-528  | 21,215                  |
| MO                         | 630-658  | 36,107                  |
| ND                         | 580-588  | 5,003                   |
| SD                         | 570-577  | 5,493                   |
| NE                         | 680-693  | 12,640                  |
| KS                         | 660-679  | 18,165                  |
| <b>West North Central</b>  |          | <b>7.5% 138,203</b>     |
| DE                         | 197-199  | 5,059                   |
| MD                         | 206-219  | 38,725                  |
| DC                         | 200-205  | 7,604                   |
| VA                         | 220-246  | 47,777                  |
| WV                         | 247-268  | 7,473                   |
| NC                         | 270-289  | 45,554                  |
| SC                         | 290-299  | 18,370                  |
| GA                         | 300-319  | 47,489                  |
| FL                         | 320-349  | 98,296                  |
| <b>South Atlantic</b>      |          | <b>17.3% 316,347</b>    |
| KY                         | 400-427  | 20,752                  |
| TN                         | 370-385  | 29,952                  |
| AL                         | 350-369  | 20,374                  |
| MS                         | 386-397  | 10,137                  |
| <b>East South Central</b>  |          | <b>4.4% 81,215</b>      |
| AR                         | 716-729  | 12,496                  |
| LA                         | 700-714  | 18,286                  |
| OK                         | 730-749  | 17,669                  |
| TX                         | 750-799  | 104,635                 |
| <b>West South Central</b>  |          | <b>8.4% 153,086</b>     |
| MT                         | 590-599  | 7,462                   |
| ID                         | 832-838  | 8,469                   |
| WY                         | 820-831  | 3,542                   |
| CO                         | 800-816  | 32,944                  |
| NM                         | 870-884  | 9,036                   |
| AZ                         | 850-865  | 25,679                  |
| UT                         | 840-847  | 12,960                  |
| NV                         | 889-898  | 10,136                  |
| <b>Mountain</b>            |          | <b>6.0% 110,228</b>     |
| AK                         | 995-999  | 3,712                   |
| WA                         | 980-994  | 34,089                  |
| OR                         | 970-979  | 21,709                  |
| CA                         | 900-961  | 216,946                 |
| HI                         | 967-968  | 5,671                   |
| <b>Pacific</b>             |          | <b>15.4% 282,127</b>    |
| <b>United States</b>       |          | <b>98.2% 1,798,231</b>  |
| <b>U.S. Territories</b>    |          | <b>0.1% 2,606</b>       |
| <b>Canada</b>              |          | <b>1.4% 26,237</b>      |
| <b>Mexico</b>              |          | <b>— —</b>              |
| <b>Other International</b> |          | <b>— —</b>              |
| <b>APO/FPO</b>             |          | <b>— —</b>              |
| <b>Unknown</b>             |          | <b>0.2% 3,882</b>       |
| <b>Total</b>               |          | <b>100.0% 1,830,956</b> |

# DecisionMaker® C-Level Marketplace Database



## Job Function

|                            |           |
|----------------------------|-----------|
| Architect/Construction     | 41,571    |
| Attorneys                  | 7,234     |
| Consulting                 | 28,344    |
| Corporate Management       | 1,639,555 |
| Design Engineering         | 96,457    |
| Educator                   | 14,097    |
| Engineering                | 130,622   |
| Finance                    | 98,618    |
| Foodservice                | 5,311     |
| Interior Designers         | 2,464     |
| IS/MIS/IT                  | 106,208   |
| Maintenance                | 34,195    |
| Manufacturing & Production | 33,012    |
| Middle Management          | 459,522   |
| Operations                 | 78,934    |
| Owner                      | 669,238   |
| Plant                      | 5,476     |
| Purchasing                 | 46,733    |
| Quality Control/Assurance  | 35,170    |
| R&D, Laboratory            | 51,007    |
| Sales & Marketing          | 103,727   |

## Title

|                                |         |
|--------------------------------|---------|
| Chairman                       | 37,660  |
| Chief Executive                | 128,395 |
| Executive & CFO                | 1,726   |
| Owner                          | 504,177 |
| Partner                        | 42,965  |
| President                      | 695,056 |
| Proprietor/Principal           | 33,117  |
| Vice President                 | 375,862 |
| Vice President & Chief Officer | 12,001  |

## Sales Volume

|                            |         |
|----------------------------|---------|
| Less than \$1 Million      | 630,721 |
| \$1 Million-\$9 Million    | 436,730 |
| \$10 Million-\$49 Million  | 244,847 |
| \$50 Million-\$249 Million | 101,940 |
| \$250 Million-\$1 Billion  | 36,990  |
| More than \$1 Billion      | 51,056  |

## Business Type

|  |         |
|--|---------|
| Automotive                             | 17,561  |
| Communications                         | 43,450  |
| Computer (including Manufacturing)     | 39,578  |
| Construction                           | 216,635 |
| Consulting                             | 59,522  |
| Distributors, Brokers                  | 28,932  |
| e-Commerce/Internet Retailer           | 2,306   |
| Education                              | 8,863   |
| Engineering Firms                      | 46,297  |
| Entertainment/Media                    | 9,580   |
| Finance/Insurance/Real Estate          | 75,379  |
| Financial Institution                  | 35,915  |
| Government/Military                    | 10,000  |
| Hotels/Motels/Resorts                  | 11,302  |
| Interior Design/Architecture           | 9,947   |
| Legal                                  | 4,305   |
| Manufacturing                          | 550,130 |
| Medical/Healthcare                     | 23,226  |
| R&D, Laboratories                      | 7,629   |
| Restaurant/Food                        | 44,887  |
| Retail/Trade                           | 48,655  |
| Services                               | 115,310 |
| Transportation                         | 101,841 |
| Travel                                 | 18,344  |
| Utilities                              | 12,595  |
| Utilities/Communication/Transportation | 2,307   |
| Wholesale                              | 5,090   |
| Wholesale/Retail/Distributor           | 71,535  |

## PC User/CD-ROM Access/ Internet Access

|                 |         |
|-----------------|---------|
| PC at Home      | 14,863  |
| PC at Work      | 171,742 |
| CD-ROM Access   | 22,774  |
| Internet Access | 178,659 |

## Employee Size

|                 |           |
|-----------------|-----------|
| Less than 20    | 1,142,452 |
| 20-49           | 274,845   |
| 50-99           | 179,895   |
| 100-249         | 160,895   |
| 250-499         | 64,030    |
| 500-999         | 47,973    |
| More than 1,000 | 79,997    |

## Internet Usage

|   |         |
|---|---------|
| Company Buys Via the Internet                     | 366,296 |
| Company Sells Via the Internet                    | 275,369 |
| I Buy Via the Internet on Behalf of<br>My Company | 143,834 |