

Chain Leader

Now there is a controlled circulation list that targets just senior management of chain restaurant companies — *Chain Leader*. Reach the companies and individuals who control over one third of all U.S. restaurant units and over half of all restaurant sales.

- ◆ Target:
 - ◆ Presidents
 - ◆ Vice Presidents
 - ◆ Chief Executive Officers
 - ◆ Directors

Reach these individuals at multi-unit chain restaurant companies plus powerful multi-unit franchises across the country.

Chain Leader is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



Size of List: 16,119

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 Food/Beverage Sales	\$20/M
Buying Authority	\$25/M
Concepts/Segments Company	
Operates	\$10/M
Internet Usage	\$20/M
Location Type	\$15/M
Primary Concept/Segment	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

Multi-Channel Pricing

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

**Size of E-List:
4,457**

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

SEE ALSO:
DecisionMaker® Management Marketplace Database
Food Engineering
Foodservice Equipment & Supplies
Purchasing
Restaurants & Institutions

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

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	63
NH	030-038	56
VT	050-059	23
MA	010-027	407
RI	028-029	50
CT	060-069	166
New England		4.7% 765
NY	100-149	861
NJ	070-089	374
PA	150-196	566
Middle Atlantic		11.2% 1,801
OH	430-458	722
IN	460-479	303
IL	600-629	883
MI	480-499	419
WI	530-549	225
East North Central		15.8% 2,552
MN	550-567	354
IA	500-528	144
MO	630-658	326
ND	580-588	29
SD	570-577	49
NE	680-693	101
KS	660-679	211
West North Central		7.5% 1,214
DE	197-199	41
MD	206-219	316
DC	200-205	121
VA	220-246	362
WV	247-268	56
NC	270-289	415
SC	290-299	227
GA	300-319	644
FL	320-349	1,283
South Atlantic		21.5% 3,465
KY	400-427	278
TN	370-385	461
AL	350-369	162
MS	386-397	95
East South Central		6.2% 996
AR	716-729	74
LA	700-714	205
OK	730-749	192
TX	750-799	1,364
West South Central		11.4% 1,835
MT	590-599	32
ID	832-838	48
WY	820-831	23
CO	800-816	346
NM	870-884	42
AZ	850-865	287
UT	840-847	132
NV	889-898	147
Mountain		6.6% 1,057
AK	995-999	16
WA	980-994	319
OR	970-979	152
CA	900-961	1,874
HI	967-968	50
Pacific		15.0% 2,411
United States		99.9% 16,096
U.S. Territories		0.1% 20
Canada		—
Mexico		—
Other International		0.0% 1
APO/FPO		0.0% 2
Unknown		—
Total		100.0% 16,119

Annual Food & Beverage Sales

Less than \$1 Million	964
\$1 Million-\$4 Million	2,757
\$5 Million-\$9 Million	1,695
\$10 Million-\$49 Million	1,347
\$50 Million-\$99 Million	853
\$100 Million-\$499 Million	918
\$500 Million-\$999 Million	588
\$1 Billion or More	1,382

Concepts/Segments Company Operates*

Asian/Noodles	731
Bagel/Bakery Cafe	1,628
Burger	3,557
Casual Dining/Dinner House	5,301
Chicken	3,559
Coffeehouse	1,652
Contractor/Foodservice Management	1,176
Family Dining	4,213
Fine Dining	3,059
HMR/Supermarket/Convenience Store	664
Hotel/Motel	1,870
Italian/Pizza	2,295
Mexican	1,630
Mexican-Full Service	1,476
Pizza/Italian	2,053
Sandwich	3,303
Seafood	1,613
Seafood-Full Service	2,464
Steakhouse/Barbecue	2,185
Sweets/Snacks	1,881
Theme Restaurant/Entertainment	1,789

Primary Concept/Segment

Fast-Casual	1,395
Full Service	7,519
Quick Service	5,111

Internet Usage

My Company Buys Via the Internet	1,246
My Company Sells Via the Internet	725
I Buy Via the Internet on Behalf of My Company	1,028

Title

Buyer/Secretary	342
CEO/CFO/Chairman	1,773
Controller	197
Director	2,752
Executive Chef/Chef	782
Manager/Supervisor	2,272
Owner/Co-Owner/Partner	1,825
President	3,627
Treasurer	118
Vice President	2,653

Location Type

Chain Regional Office	946
Corporate Headquarters-Chain	8,636
Corporate Headquarters-Multiconcept Operations	1,917
Headquarters/Regional/District Office or Chain/Franchise with more than 10 Units.	2,021
Multiunit Franchise Headquarters	2,597

Buying Authority*

Architectural/Design Services	4,740
Cleaning Supplies/Chemicals	6,346
Computers/POS Systems/Information Systems	5,931
Equipment	7,390
Financial/Management Services	4,807
Food and Beverage	7,604
Furniture/Fixtures	6,503
Paper/Plastic Goods	5,206
Recruitment/Training	6,608
Tabletop/Kitchenware/Utensils	6,249

Source: Publisher's own data

* Multiple Response