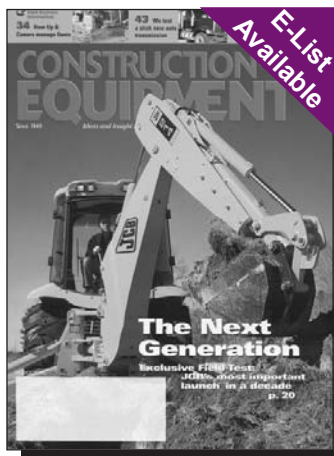


Construction Equipment

GEOGRAPHIC ANALYSIS

Construction Equipment's direct marketing list reaches more than 77,000 individuals in the construction industry, including the field's greatest number of audited buying influences of equipment, trucks, and related products.

- ◆ Construction Equipment targets nearly 56,000 end user businesses including firms involved in:
 - ◆ Highway & Heavy Construction
 - ◆ Mining
 - ◆ General Building Construction
 - ◆ Utilities
 - ◆ Material Production
- ◆ These decision-makers have the authority to buy/specify your products, including:
 - ◆ Trucking & Hauling Equipment
 - ◆ Lifting Equipment
 - ◆ Earthmoving & Paving Equipment
 - ◆ Maintenance & Safety Equipment



Construction Equipment's controlled circulation list offers one of the most effective ways to distribute your product literature, deliver customers, generate sales leads, and more!

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

Size of List: 77,003

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 Sales Volume	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
CE Giants	\$950 F
Employee Size	\$10/M
Equipment Application	\$15/M
Equipment Aquired	\$10/M
Equipment Replacement Value	\$15/M
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$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:
15,163**

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

State	ZIP Code	Individuals
ME	039-049	569
NH	030-038	614
VT	050-059	253
MA	010-027	1,987
RI	028-029	275
CT	060-069	1,279
New England		6.5% 4,977
NY	100-149	4,389
NJ	070-089	2,085
PA	150-196	4,228
Middle Atlantic		13.9% 10,702
OH	430-458	3,864
IN	460-479	1,815
IL	600-629	3,623
MI	480-499	2,975
WI	530-549	2,342
East North Central		19.0% 14,619
MN	550-567	2,153
IA	500-528	1,576
MO	630-658	1,822
ND	580-588	480
SD	570-577	472
NE	680-693	871
KS	660-679	1,075
West North Central		11.0% 8,449
DE	197-199	213
MD	206-219	1,362
DC	200-205	68
VA	220-246	1,809
WV	247-268	524
NC	270-289	2,335
SC	290-299	1,011
GA	300-319	1,686
FL	320-349	3,098
South Atlantic		15.7% 12,106
KY	400-427	1,124
TN	370-385	1,228
AL	350-369	928
MS	386-397	556
East South Central		5.0% 3,836
AR	716-729	662
LA	700-714	836
OK	730-749	881
TX	750-799	3,353
West South Central		7.4% 5,732
MT	590-599	595
ID	832-838	568
WY	820-831	330
CO	800-816	1,491
NM	870-884	488
AZ	850-865	987
UT	840-847	653
NV	889-898	572
Mountain		7.4% 5,684
AK	995-999	403
WA	980-994	1,477
OR	970-979	1,009
CA	900-961	5,227
HI	967-968	330
Pacific		11.0% 8,446
United States		96.8% 74,551
U.S. Territories		0.2% 130
Canada		2.9% 2,254
Mexico		0.0% 11
Other International		0.1% 55
APO/FPO		0.0% 3
Unknown		—
Total		100.0% 77,003

SEE ALSO:

DecisionMaker® Building/Construction Marketplace Database

Logistics Management

Modern Materials Handling

National Driller

Plant Engineering

Professional Builder

Professional Remodeler

Reed Construction Data - Contractors

Reed Construction Data - Regional Publication Group

Minimum Order: 5,000 Names

1 year unlimited usage available

Prices subject to change without notice

Call for any additional costs, conditions and terms.

Construction Equipment

<u>Business Type</u>	<u>Equipment Applications *</u>	<u>Annual Sales Volume</u>
Highway & Heavy Construction	34,396 Earthmoving & Excavating	Less than \$250,000 8,407
General Building Construction	19,855 Airports	\$250,001-\$500,000 6,033
Engaged in Both HHC & General Building Construction	9,398 Drilling & Blasting	\$500,001-\$1,000,000 9,410
	11,689 Earth/Rockfill Dams	\$1,000,001-\$5,000,000 19,207
	22,920 Highways	\$5,000,001-\$10,000,000 10,489
Other:	16,448 Landfill	More than \$10,000,000 15,507
Agricultural/Ranches/Feedlots	396 Pipelining	
County Government	943 Site Preparation/Land Clearing	
Distributor/Dealer of Construction Equipment/Materials/Supplies	1,045 Tunneling	
Equipment Rental House	1,217 Underground Utilities	
Federal Government	540 Water & Sewer	
Industrial/Manufacturing/Scrap Metal	1,582 Material Handling	
Landfill	140 Building Materials	
Local Government	1,860 Bulk & Scrap Materials	
Material Producers	2,247 Material Production	
Manufacturer of Construction Equipment/Materials/Supplies	871 Aggregate	
Mining Company	635 Asphalt	
State Government	692 Concrete	
Utility Company	1,178 Sand & Gravel	
	Mining	
	Coal Mining	
	Metallic Mining	
	Non-Metallic Mining	
	Paving	
	Asphalt	
	Concrete	
	Planing & Profiling	
	Rehabilitation & Maintenance	
	Structures & Building	
	Bridges	
	Commercial Building	
	Concrete Forming & Placing	
	Demolition & Wrecking	
	Industrial Building	
	Marine	
	Pile Driving	
	Power Plants	
	Sewage Treatment	
	Steel Erection	
	Water Supply	
	Trucking & Hauling	

<u>Title</u>	<u>Annual Sales Volume</u>
Management	60,001
Supervisory Field/Operating Staff	8,597
Equipment, Truck, Engineering Staff/Heavy Equipment Operator	7,813

<u>Equipment Replacement Value</u>	<u>Annual Sales Volume</u>
Less than \$100,000	9,473
\$100,000-\$500,000	13,771
\$500,001-\$1 Million	13,026
\$1,000,001-\$5 Million	17,002
\$5,000,001-\$10 Million	6,804
\$10,000,001-\$25 Million	4,880
More than \$25 Million	5,351

<u>Employee Size</u>	<u>Annual Sales Volume</u>
Less than 20	14,404
20-49	5,270
50-99	2,799
100-249	2,525
250-499	1,104
500-999	705
1,000 or More	711

<u>Buying Authority*</u>	<u>Annual Sales Volume</u>
Computer Hardware/Software	40,139
Construction Materials	54,521
Equipment Attachments	54,360
Excavating, Grading, other Earthmoving Equipment	57,277
Financing	39,201
Forming, Scaffolding and/or False Work	36,702
General Utility Equipment	54,101
Insurance and/or Bonding	39,754
Lifting and Hoisting Equipment	51,174
Maintenance Equipment, Tools and/or Supplies	59,750
Materials Producing/Paving Equipment	44,268
Parts/Components/Automotive Accessories	48,945
Safety Equipment/Security Equipment	55,136
Trucking and Hauling Equipment	58,475

<u>Internet Usage</u>	<u>Annual Sales Volume</u>
My Company Buys Via the Internet	11,622
My Company Sells Via the Internet	4,111
I Buy Via the Internet on Behalf of My Company	10,593

Source: Publisher's own data

* Multiple Response