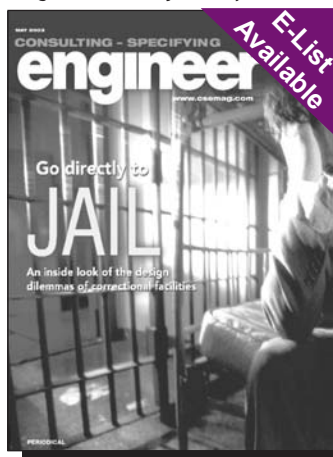


# Consulting-Specifying Engineer

## GEOGRAPHIC ANALYSIS

The *Consulting-Specifying Engineer* subscribers influence is dramatic in every facet of the construction process, from conceptual planning to site inspections. Today's *Consulting-Specifying Engineer* subscriber selects everything from M/E systems, to telecommunications infrastructure and lighting controls, to smoke detectors and plumbing.

These professional engineers hold sway over the largest single portion of the construction budget. The types of buildings designed and specified by *Consulting-Specifying Engineer* subscribers encompass total market coverage of the nonresidential building construction industry. *Consulting-Specifying Engineer* demands the most current and detailed circulation standards in the industry. All subscribers have the authority to specify, design, and make product selections.



- ◆ Target professionals in firms ranging from:
  - ◆ Consulting Engineering
  - ◆ Design/Build, Construction & Contracting
  - ◆ Architectural/Engineering & Engineering/Architectural
  - ◆ In-House Engineering
- ◆ Useful for promoting products and systems related to:
  - ◆ Automation and Controls
  - ◆ Electrical Products/Systems
  - ◆ HVAC Products
  - ◆ Plumbing/Sanitary Systems
  - ◆ Communication Systems
  - ◆ Fire & Life Safety Systems
  - ◆ Lighting
  - ◆ Software & Training Programs

*Consulting-Specifying Engineer* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 46,150**

**Base Price: \$135/M**

### Multi-Channel Pricing

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

**Size of E-List:  
14,642**

**E-List Base Price:  
\$435/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Building Type	\$10/M
Business Type	\$15/M
Business in Geographic Region	\$10/M
Buying Authority	\$25/M
Equipment Dollar Value	\$10/M
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Specified Product Classification	\$10/M
Telephone Numbers	\$60/M
Title	\$15/M

### SEE ALSO:

- Building Design & Construction**
- DecisionMaker® Building/Construction Marketplace Database**
- Industrial Paint & Powder**
- Industrial Product Bulletin**
- Plant Engineering**

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	223
NH	030-038	240
VT	050-059	128
MA	010-027	1,515
RI	028-029	198
CT	060-069	835
<b>New England</b>		<b>6.8% 3,139</b>
NY	100-149	3,821
NJ	070-089	1,982
PA	150-196	2,848
<b>Middle Atlantic</b>		<b>18.7% 8,651</b>
OH	430-458	2,217
IN	460-479	899
IL	600-629	2,522
MI	480-499	1,510
WI	530-549	1,114
<b>East North Central</b>		<b>17.9% 8,262</b>
MN	550-567	859
IA	500-528	408
MO	630-658	1,103
ND	580-588	121
SD	570-577	130
NE	680-693	326
KS	660-679	474
<b>West North Central</b>		<b>7.4% 3,421</b>
DE	197-199	166
MD	206-219	1,072
DC	200-205	329
VA	220-246	1,307
WV	247-268	201
NC	270-289	1,089
SC	290-299	617
GA	300-319	1,147
FL	320-349	2,278
<b>South Atlantic</b>		<b>17.8% 8,206</b>
KY	400-427	480
TN	370-385	798
AL	350-369	514
MS	386-397	202
<b>East South Central</b>		<b>4.3% 1,994</b>
AR	716-729	254
LA	700-714	500
OK	730-749	389
TX	750-799	2,623
<b>West South Central</b>		<b>8.2% 3,766</b>
MT	590-599	167
ID	832-838	217
WY	820-831	86
CO	800-816	797
NM	870-884	207
AZ	850-865	588
UT	840-847	259
NV	889-898	244
<b>Mountain</b>		<b>5.6% 2,565</b>
AK	995-999	150
WA	980-994	836
OR	970-979	499
CA	900-961	4,199
HI	967-968	232
<b>Pacific</b>		<b>12.8% 5,916</b>
<b>United States</b>	<b>99.5%</b>	<b>45,920</b>
<b>U.S. Territories</b>	<b>0.4%</b>	<b>198</b>
<b>Canada</b>	—	—
<b>Mexico</b>	—	—
<b>Other International</b>	—	—
<b>APO/FPO</b>	<b>0.1%</b>	<b>31</b>
<b>Unknown</b>	<b>0.0%</b>	<b>1</b>
<b>Total</b>	<b>100.0%</b>	<b>46,150</b>

