

Control Engineering

GEOGRAPHIC ANALYSIS

Target the control engineers who are responsible for the design and use of control and instrumentation systems, components and equipment in the \$130 billion automation marketplace with a controlled circulation list from *Control Engineering*.

- ◆ Reach Control, Production, Product Design, System Design and Operations Engineers as well as Corporate Managers.
- ◆ The *Control Engineering* controlled circulation list reaches decision-makers with annual expenditures for instrumentation, control, and automation products and services.
- ◆ This list is useful for promoting products such as:
 - ◆ Measurement/Sensing Instruments
 - ◆ Software
 - ◆ Programmable Controllers
 - ◆ Electrical Motors & Drives
 - ◆ Computers
 - ◆ And More!
- ◆ *Control Engineering* has a proven history of 99% deliverability.



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

Size of List: 88,085

Base Price: \$130/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Employee Size	\$10/M
Internet Usage	\$20/M
Job Function	\$15/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

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

**Size of E-List:
29,754**

**E-List Base Price:
\$430/M**

SEE ALSO:

- Assembly**
- Consulting-Specifying Engineer**
- DecisionMaker® Engineering Marketplace Database**
- DecisionMaker® Manufacturing Marketplace Database**
- Design News**
- Industrial Product Bulletin**
- Instrumentation & Automation News**
- Plant Engineering**
- Pollution Engineering**
- Process Heating**
- Product Design & Development**
- Quality**

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	318
NH	030-038	654
VT	050-059	195
MA	010-027	2,860
RI	028-029	320
CT	060-069	1,714
New England		6.9%
		6,061
NY	100-149	4,035
NJ	070-089	2,892
PA	150-196	5,143
Middle Atlantic		13.7%
		12,070
OH	430-458	5,890
IN	460-479	2,723
IL	600-629	6,003
MI	480-499	4,302
WI	530-549	3,433
East North Central		25.4%
		22,351
MN	550-567	2,250
IA	500-528	992
MO	630-658	1,563
ND	580-588	161
SD	570-577	174
NE	680-693	490
KS	660-679	783
West North Central		7.3%
		6,413
DE	197-199	340
MD	206-219	1,064
DC	200-205	40
VA	220-246	1,706
WV	247-268	423
NC	270-289	2,368
SC	290-299	1,432
GA	300-319	1,942
FL	320-349	2,270
South Atlantic		13.2%
		11,585
KY	400-427	1,051
TN	370-385	1,636
AL	350-369	1,087
MS	386-397	441
East South Central		4.8%
		4,215
AR	716-729	559
LA	700-714	794
OK	730-749	737
TX	750-799	5,137
West South Central		8.2%
		7,227
MT	590-599	136
ID	832-838	306
WY	820-831	118
CO	800-816	918
NM	870-884	336
AZ	850-865	956
UT	840-847	691
NV	889-898	257
Mountain		4.2%
		3,718
AK	995-999	64
WA	980-994	1,430
OR	970-979	831
CA	900-961	8,558
HI	967-968	73
Pacific		12.4%
		10,956
United States		96.0%
		84,596
U.S. Territories		0.2%
		217
Canada		3.5%
		3,070
Mexico		0.2%
		198
Other International		—
APO/FPO		0.0%
		4
Unknown		—
		—
Total		100.0%
		88,085

Buying Authority*

Analytical Instruments	45,757
Computers	50,975
Connectors, Wire & Cable	55,157
Control Panels, Alarms & Annunciators	53,342
Control Systems (PC-Based & Packaged)	53,573
Controllers/Regulators	58,012
Data Acquisition Equipment	48,392
Discrete Sensors	49,983
Embedded Systems	29,537
Enclosures	52,677
Human Machine Interface Equipment	47,534
I/O Products & Systems	49,633
Motion Control Systems	44,268
Motors & Drives	54,078
Power Systems & Supplies	51,887
Process Sensors & Transmitters	56,965
Programmable Logic Controllers	55,389
Recorders & Plotters	41,831
Relays, Switches, & Timers	55,855
Software	52,469
Test & Calibration Equipment	55,120
Valves, Actuators, & Positioners	54,465
Vision Systems	32,401

Internet Usage

My Company Buys Via the Internet	39,762
My Company Sells Via the Internet	24,271
I Buy Via the Internet on Behalf of My Company	29,363

Employee Size

Less than 20	12,794
20-49	8,901
50-99	9,759
100-249	18,182
250-499	13,203
500-999	9,953
1,000 or More	14,305

Business Type

Aircraft & Aerospace	2,569
Chemical	4,853
Computers & Communication Equipment	2,621
Construction Services	562
Electronic Components	3,647
Engine, Turbine, Mechanical & Electrical Power Transmission	2,703
Engineering, System Integration, Architectural Services	7,342
Fabricated Metals	3,903
Food & Beverage	5,492
Government & Military	1,077
Industrial, Commercial, Agricultural & Other Machinery	17,326
Information, Data Processing & Software Services	726
Instrumentation, Measurement & Control Systems & Devices	8,564
Medical Equipment & Instruments	1,727
Mining	574
Motor Vehicles & Components	1,716
Petroleum, Refining	1,380
Pharmaceutical	2,489
Plastics & Rubber	5,127
Primary Metals	3,628
Pulp & Paper	3,212
Scientific & Research Services	1,090
Transportation Services	221
Utilities	1,666
Other Electronic Products/Equipment	1,404
Other Manufacturing Processes	2,079
Other Transportation Equipment	
Manufacturing	387

Job Function

Basic Research	418
Control/Instrument Engineering	13,564
Evaluation, Quality Control, Standards, Reliability, Test Engineering	3,087
General or Corporate Management	5,981
Operations & Maintenance	5,050
Product Design Engineering	13,998
Production Engineering, Process or Manufacturing	16,042
Systems Design Engineering	19,422
Systems Integrator/Consultant	3,590
Other Engineering	8,236

Source: Publisher's own data

* Multiple Response