

# Converting

Converting's controlled circulation list reaches the manufacturing decision-makers who convert paper, paperboard, plastic, film and foil materials.

- ◆ Converted products include:
  - ◆ Flexible Packaging
  - ◆ Office Products
  - ◆ Unprinted Rolls and Sheets
  - ◆ Sanitary Products
  - ◆ Tapes, Labels and Tags
  - ◆ Paperboard Packaging

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



## GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	276
NH	030-038	296
VT	050-059	89
MA	010-027	1,508
RI	028-029	241
CT	060-069	765
<b>New England</b>		<b>7.4%</b> <b>3,175</b>
NY	100-149	2,370
NJ	070-089	2,160
PA	150-196	2,328
<b>Middle Atlantic</b>		<b>16.0%</b> <b>6,858</b>
OH	430-458	2,612
IN	460-479	1,044
IL	600-629	3,120
MI	480-499	1,257
WI	530-549	2,569
<b>East North Central</b>		<b>24.7%</b> <b>10,602</b>
MN	550-567	1,246
IA	500-528	461
MO	630-658	1,040
ND	580-588	63
SD	570-577	100
NE	680-693	287
KS	660-679	433
<b>West North Central</b>		<b>8.4%</b> <b>3,630</b>
DE	197-199	192
MD	206-219	462
DC	200-205	22
VA	220-246	782
WV	247-268	101
NC	270-289	1,574
SC	290-299	757
GA	300-319	1,364
FL	320-349	1,134
<b>South Atlantic</b>		<b>14.9%</b> <b>6,388</b>
KY	400-427	468
TN	370-385	895
AL	350-369	478
MS	386-397	248
<b>East South Central</b>		<b>4.9%</b> <b>2,089</b>
AR	716-729	368
LA	700-714	336
OK	730-749	237
TX	750-799	1,908
<b>West South Central</b>		<b>6.6%</b> <b>2,849</b>
MT	590-599	68
ID	832-838	171
WY	820-831	22
CO	800-816	368
NM	870-884	113
AZ	850-865	339
UT	840-847	314
NV	889-898	126
<b>Mountain</b>		<b>3.5%</b> <b>1,521</b>
AK	995-999	21
WA	980-994	623
OR	970-979	352
CA	900-961	3,665
HI	967-968	38
<b>Pacific</b>		<b>10.9%</b> <b>4,699</b>
<b>United States</b>		<b>97.3%</b> <b>41,811</b>
<b>U.S. Territories</b>		<b>0.1%</b> <b>26</b>
<b>Canada</b>		<b>2.4%</b> <b>1,052</b>
<b>Mexico</b>		<b>0.1%</b> <b>64</b>
<b>Other International</b>		<b>0.0%</b> <b>12</b>
<b>APO/FPO</b>		<b>0.0%</b> <b>1</b>
<b>Unknown</b>		<b>—</b> <b>—</b>
<b>Total</b>		<b>100.0%</b> <b>42,966</b>

**Size of List: 42,966**

**Base Price: \$120/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
Converting Process Type	\$15/M
Employee Size	\$10/M
Internet Usage	\$20/M
Job Function	\$15/M
One Per Location	\$10/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:  
12,531**

**E-List Base Price:  
\$420/M**

### SEE ALSO:

- A.F. Lewis Printing and Graphic Communication Industry Database
- Graphic Arts Monthly
- Packaging Digest
- Quick Print Products (Former Subscribers)

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

# Converting

<b>Business Type</b>	<b>Employee Size</b>		
Containers	315	Less than 20	9,354
Converting Machinery, Equipment, Materials, Supplies	4,905	20-49	6,669
Corrugated Containers	3,891	50-99	6,460
Envelopes	875	100 or More	20,527
Fiber, Cans, Tubes or Drums	716	<b>Type of Converting Processes*</b>	
Folding Cartons	4,081	Coating	7,370
Food Related Flexible Packaging	8,866	Die-Cutting	7,253
Magnetic/Video, Electrical/ Electronic Products	403	Die-Making	2,312
Medical/Pharmaceutical Flexible Packaging	3,534	Digital Offset	1,820
Retail (non-food) Related Flexible Packaging	4,529	Film Extruding	3,486
Setup Paperboard Boxes, Pressed/ Molded Paper Goods	672	Flexographic Printing	7,971
Stationery or Business Forms	861	Folding/Gluing	5,912
Tapes/Labels/Tags	6,152	Gravure	3,130
Tissue Products or Disposables	534	Laminating	7,828
Unprinted Rolls or Sheets	7,628	Letterpress	2,411
Other Flexible Packaging	5,750	Offset Lithograph	3,595
<b>Job Function</b>		Prepress	4,238
Administrative	16,717	Screen	2,503
Production/Engineering	12,156	Sheeting	6,738
Purchasing	2,682	Slitting	10,188
R&D, Design, Technical	5,989	Other Printing	3,418
Sales & Marketing	6,389	<b>Buying Authority*</b>	
<b>Internet Usage</b>		Accessories	10,077
My Company Buys Via the Internet	5,624	Coating Equipment	7,613
My Company Sells Via the Internet	7,179	Components	8,513
I Buy Via the Internet on Behalf of My Company	5,170	Converting Materials	13,483
		Converting Supplies	9,597
		Laminating Equipment	7,407
		Prepress Equipment	5,464
		Printing Equipment	10,368
		Printing Supplies	9,542
		Sheeting Equipment	6,257
		Slitting Equipment	9,073

Source: Publisher's own data

\* Multiple Response