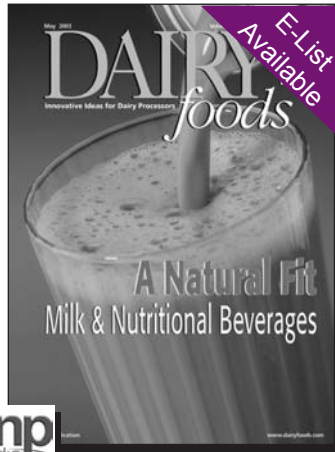


Dairy Foods

Reach the largest available audience of qualified dairy industry buyers and specifiers with a controlled circulation list from *Dairy Foods*.

- ◆ Target:
 - ◆ General Management
 - ◆ Sales & Marketing
 - ◆ Plant Operations/Production
 - ◆ Purchasing
 - ◆ Research & Development
 - ◆ Engineering
- ◆ Major markets covered include:
 - ◆ Fluid Milk/Beverages
 - ◆ Cheese
 - ◆ Ice Cream & Dessert Products
 - ◆ Butter/Margarine
 - ◆ Novelties
 - ◆ Cultured Products



A BNP Media Publication

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

Size of List: 21,081

Base Price: \$125/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Employee Size	\$10/M
One Per Location	\$10/M
Primary Products Manufactured	\$10/M
Products Manufactured	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Suppliers to Dairy Processors	\$10/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:
3,961**

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

SEE ALSO:

- Food Engineering**
- Food Manufacturing**
- Industrial Safety & Hygiene News**
- Packaging Digest**
- Powder/Bulk Solids**
- Prepared Foods**
- Process Cooling & Equipment**
- 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	82
NH	030-038	81
VT	050-059	189
MA	010-027	520
RI	028-029	64
CT	060-069	274
New England		5.7% 1,210
NY	100-149	1,477
NJ	070-089	681
PA	150-196	1,120
Middle Atlantic		15.5% 3,278
OH	430-458	964
IN	460-479	396
IL	600-629	1,271
MI	480-499	578
WI	530-549	1,752
East North Central		23.5% 4,961
MN	550-567	869
IA	500-528	413
MO	630-658	477
ND	580-588	62
SD	570-577	82
NE	680-693	138
KS	660-679	112
West North Central		10.2% 2,153
DE	197-199	40
MD	206-219	248
DC	200-205	26
VA	220-246	261
WV	247-268	32
NC	270-289	301
SC	290-299	121
GA	300-319	309
FL	320-349	836
South Atlantic		10.3% 2,174
KY	400-427	282
TN	370-385	325
AL	350-369	136
MS	386-397	78
East South Central		3.9% 821
AR	716-729	110
LA	700-714	147
OK	730-749	131
TX	750-799	967
West South Central		6.4% 1,355
MT	590-599	59
ID	832-838	198
WY	820-831	9
CO	800-816	277
NM	870-884	110
AZ	850-865	167
UT	840-847	286
NV	889-898	66
Mountain		5.6% 1,172
AK	995-999	25
WA	980-994	367
OR	970-979	280
CA	900-961	2,082
HI	967-968	86
Pacific		13.5% 2,840
United States		94.7% 19,964
U.S. Territories		0.4% 76
Canada		4.4% 928
Mexico		0.0% 2
Other International		0.5% 111
APO/FPO		—
Unknown		—
Total		100.0% 21,081

Dairy Foods

Products Manufactured*

Employee Size

Butter/Margarine Products	2,510	Less than 20	2,642
Cheese Products	4,393	20-49	1,287
Cultured Products	3,362	50-99	1,315
Fluid Beverages	4,263	100-249	2,222
Fluid Milk Products	6,211	250-499	926
Ice Cream & Dessert Products	5,106	500-999	377
Novelties	2,411	More than 1,000	156

Title

Sales Volume

Engineering	1,000	Less Than \$1 Million	1,416
General Management/Administration	8,850	\$1 Million-\$9 Million	1,397
Plant Operations/Production	4,217	\$10 Million-\$49 Million	1,206
Purchasing	969	\$50 Million-\$249 Million	1,038
Research & Development	3,307	\$250 Million-\$1 Billion	398
Sales/Marketing	2,357	More than \$1 Billion	282

Buying Authority*

Data Processing/Computer Systems	2,529
Ingredients	4,398
Packaging Materials	4,081
Processing/Packaging Equipment	4,388
Quality Assurance Equipment	3,203
Sanitation Supplies	3,305

Suppliers to Dairy Processors

Brokers, Distributors, Jobbers, Dealers	881
Testing Labs, Universities, Associations & Consultants	675
Manufacturer/Supplier of Dairy Equipment, Ingredient Suppliers & Packaging Suppliers	608

Source: Publisher's own data

* Multiple Response