

# Design News

## GEOGRAPHIC ANALYSIS

This year, target the largest audience of the nation's OEM design engineers in history with a circulation list from *Design News* magazine.

- ◆ These individuals play a leading role in buying nearly \$952 billion worth of components, materials and systems.
- ◆ Most importantly, promote your products and services to the whole buying team in hot markets such as:
  - ◆ Automotive
  - ◆ Motion Control
  - ◆ Semiconductor manufacturing
  - ◆ Medical
  - ◆ Packaging
  - ◆ And CAD/CAM/CAE!
- ◆ These OEM design engineers are seeking the latest information on new technologies, products and materials in order to gain a competitive edge in their field.
- ◆ This list is most useful for promoting:
  - ◆ Plastics
  - ◆ Fluid Power Devices
  - ◆ Fastening, Joining & Assembly Components
  - ◆ Electrical Components
  - ◆ Power Transmission
  - ◆ CAD/CAM/CAE
  - ◆ And More!



The *Design News* list reaches individuals qualified as to their design engineering function and purchasing responsibility.

*Design News* leads the field in subscribers working for plants of 100 or more employees.

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

**Size of List: 170,571**

**Base Price: \$145/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Design/Specify for Industry	\$20/M
Employee Size	\$10/M
Internet Usage	\$20/M
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$10/M
SIC/NAICS Code	\$15/M

## Multi-Channel Pricing

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

**Size of E-List:  
47,725**

**E-List Base Price:  
\$445/M**

### SEE ALSO:

- Appliance Manufacturer**
- Consulting-Specifying Engineer**
- Control Engineering**
- DecisionMaker® Electronics Marketplace Database**
- DecisionMaker® Manufacturing Marketplace Database**
- EDN**
- Instrumentation & Automation News**
- Product Design & Development**

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	391
NH	030-038	1,473
VT	050-059	408
MA	010-027	6,901
RI	028-029	748
CT	060-069	3,942
<b>New England</b>		<b>8.1% 13,863</b>
NY	100-149	8,436
NJ	070-089	4,325
PA	150-196	8,130
<b>Middle Atlantic</b>		<b>12.2% 20,891</b>
OH	430-458	10,043
IN	460-479	5,079
IL	600-629	11,349
MI	480-499	10,410
WI	530-549	6,486
<b>East North Central</b>		<b>25.4% 43,367</b>
MN	550-567	5,639
IA	500-528	2,142
MO	630-658	2,841
ND	580-588	281
SD	570-577	377
NE	680-693	829
KS	660-679	1,717
<b>West North Central</b>		<b>8.1% 13,826</b>
DE	197-199	333
MD	206-219	2,368
DC	200-205	108
VA	220-246	2,525
WV	247-268	275
NC	270-289	3,672
SC	290-299	1,926
GA	300-319	2,596
FL	320-349	4,992
<b>South Atlantic</b>		<b>11.0% 18,795</b>
KY	400-427	1,687
TN	370-385	2,587
AL	350-369	1,647
MS	386-397	764
<b>East South Central</b>		<b>3.9% 6,685</b>
AR	716-729	850
LA	700-714	696
OK	730-749	1,535
TX	750-799	9,907
<b>West South Central</b>		<b>7.6% 12,988</b>
MT	590-599	126
ID	832-838	730
WY	820-831	45
CO	800-816	2,447
NM	870-884	889
AZ	850-865	2,759
UT	840-847	1,470
NV	889-898	401
<b>Mountain</b>		<b>5.2% 8,867</b>
AK	995-999	23
WA	980-994	2,783
OR	970-979	1,984
CA	900-961	22,945
HI	967-968	34
<b>Pacific</b>		<b>16.3% 27,769</b>
<b>United States</b>		<b>97.9% 167,051</b>
<b>U.S. Territories</b>		<b>0.1% 97</b>
<b>Canada</b>		<b>2.0% 3,417</b>
<b>Mexico</b>		<b>—</b>
<b>Other International</b>		<b>—</b>
<b>APO/FPO</b>		<b>0.0% 6</b>
<b>Unknown</b>		<b>—</b>
<b>Total</b>		<b>100.0% 170,571</b>

NAICS Business Type		Design/Specify for Industry*	
3321-3324 & 3327-3329		Aerospace/Defense	39,953
Fabricated Metal Products	16,838	Appliances/Consumer Products	29,011
3325 Hardware Manufacturing	848	Automotive/Trucks/Off-Highway	43,191
3326 Other Fabricated Wire		Communications	34,720
Product Manufacturing	889	Computers/Office Machines	30,645
3331-3336 & 3339		Industrial Controls/Machine Tools	47,611
Industrial Machinery & Equipment	41,384	Medical/Healthcare	26,992
3341 Miscellaneous Computer Manufacturing	6,829	Packaging Equipment	29,248
3342, 3344, 3346, 3351-3353 & 3359		Process Manufacturing Equipment	44,125
Electrical & Electronic Equipment	38,479	Semiconductor Manufacturing Equipment	21,736
3343 Audio & Visual Equipment Manufacturing	1,249		
3345 & 3391		<b>Employee Size</b>	
Instruments & Related Products	24,635	Less than 20	2,457
3361-3364 & 3369		20-49	23,852
Transportation Equipment	26,184	50-99	20,713
3365 Railroad Rolling Stock Manufacturing	630	100-249	36,253
3366 Ship/Boat Building & Repairing	1,648	250-499	25,590
3399 Miscellaneous Manufacturing Industries	2,835	500-999	21,432
5413 & 5415		1,000 or More	39,331
Business Services	6,674		
5417 Engineering & Management Services	1,341	<b>Internet Usage</b>	
		My Company Buys Via the Internet	30,838
		My Company Sells Via the Internet	19,159
		I Buy Via the Internet on Behalf of My Company	17,308

Job Function		Buying Authority*	
Design of Equipment for In-Plant Use	50,886	CAD/CAM/CAE Software	66,046
Engineering Library	9,254	Computer Hardware/Peripherals	67,183
Engineering Management	81,257	Electrical & Electronic Components	103,638
Product or System Design Engineering	94,591	Fastening, Joining & Assembly Components	99,308
Quality Control	38,600	Ferrous & Non-Ferrous Metals	83,352
Reliability Assurance	31,449	Fluid Power & Fluid Handling Devices	62,075
Research & Development	74,518	Laboratory or Production Test Equipment	67,021
Standards	35,613	Motion Control	71,261
Testing & Evaluation	65,756	Plastics, Elastomers & Non-Metals	80,795
		Power Transmission Components & Bearings	63,371
<b>Business Type</b>			
Central or District Administrative Office	2,259		
Design or Engineering Office	23,201		
Manufacturing	73,506		
Research, Development or Testing Laboratory	11,807		

Source: Publisher's own data  
\* Multiple Response