

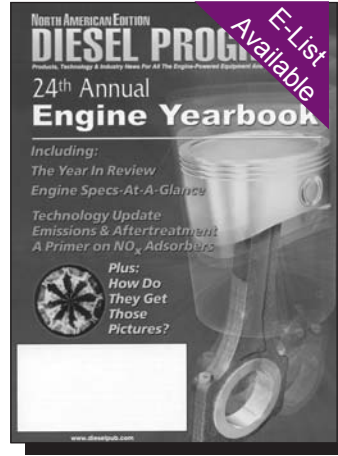
Diesel Progress

GEOGRAPHIC ANALYSIS

Diesel Progress reaches all levels of purchasers and specifiers in the industrial engine-powered equipment market.

- ◆ Reach:
 - ◆ OEMs
 - ◆ Systems Packaging, Distribution & Services
 - ◆ Fleet/End Users
- ◆ Reach professionals with job functions such as:
 - ◆ Engineering
 - ◆ Operating/Maintenance
 - ◆ Production/Processing

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



State	ZIP Code	Individuals
ME	039-049	104
NH	030-038	71
VT	050-059	28
MA	010-027	367
RI	028-029	41
CT	060-069	328
New England		3.6% 939
NY	100-149	806
NJ	070-089	479
PA	150-196	1,037
Middle Atlantic		8.8% 2,322
OH	430-458	1,249
IN	460-479	1,099
IL	600-629	2,404
MI	480-499	1,645
WI	530-549	1,453
East North Central		29.7% 7,850
MN	550-567	836
IA	500-528	768
MO	630-658	411
ND	580-588	207
SD	570-577	105
NE	680-693	258
KS	660-679	344
West North Central		11.1% 2,929
DE	197-199	33
MD	206-219	289
DC	200-205	34
VA	220-246	434
WV	247-268	75
NC	270-289	688
SC	290-299	276
GA	300-319	526
FL	320-349	940
South Atlantic		12.5% 3,295
KY	400-427	226
TN	370-385	405
AL	350-369	209
MS	386-397	137
East South Central		3.7% 977
AR	716-729	110
LA	700-714	278
OK	730-749	375
TX	750-799	1,337
West South Central		7.9% 2,100
MT	590-599	104
ID	832-838	98
WY	820-831	64
CO	800-816	336
NM	870-884	94
AZ	850-865	264
UT	840-847	120
NV	889-898	116
Mountain		4.5% 1,196
AK	995-999	130
WA	980-994	597
OR	970-979	388
CA	900-961	1,701
HI	967-968	65
Pacific		10.9% 2,881
United States		92.6% 24,489
U.S. Territories		0.2% 55
Canada		7.2% 1,893
Mexico		—
Other International		0.0% 1
APO/FPO		—
Unknown		0.0% 1
Total		100.0% 26,439

Size of List: 26,439

Base Price: \$130/M

Selections
(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Job Function	\$15/M

Multi-Channel Pricing

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

Size of E-List:
3,286
E-List Base Price:
\$430/M

SEE ALSO:
Automotive Industries
COMPRESSORTech Two
DecisionMaker® Engineering Marketplace Database
Diesel Progress International
Diesel & Gas Turbine Worldwide

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

Business Type

Agriculture/Forestry	1,032
Business/Recreational Vehicles	1,768
Component Manufacturing	2,440
Construction/Mining Equipment	1,549
Construction/Mining/Forestry/ Marine	2,710
Consultant/Contractor/Architect	1,135
Diesel/Gas/Natural Gas Manufacturing	1,679
Engine Distributor/Dealer	1,672
Engine/Components/Rebuild/ Services	1,010
Equipment Distribution/Direct/ Rental	1,839
Fuel/Lubricant/Additional Material Manufacturing	340
General/Wilderness/Refr/Stat Pkg	1,207
Government Fleet	324
Hydraulic Systems Packager	149
Hydraulic/Powertrain Distributor	495
Instr/Controls/Acc	563
Lawn/Garden/Turf Main	431
Material Handling/Ground Spot Equipment	403
Military/Government Process/ Operations	295
Oilfield Equipment Packagers	99
Pleasure/Community Boat Builder	174
Pump/Irrigation/Press Wash	187
Power Generation Systems	328
Research/Tech Library	319
Specialized Vehicle/Military Contractor	464
Testing/Product/Service Equipment	219
Truck/Bus Fleet	717
Trucks, Autos	1,483

Job Function

Administrative/Marketing	8,408
Engineering	8,269
Operating/Maintenance	3,192
Production/Purchasing	1,701

Source: Publisher's own data

* Multiple Response