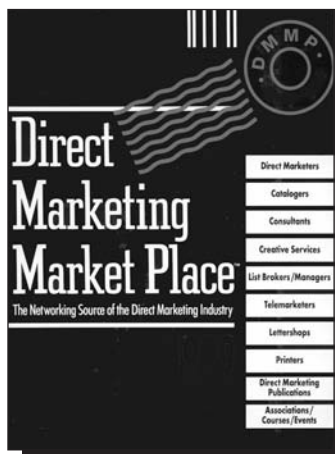


Direct Marketing Market Place (DMMP)

GEOGRAPHIC ANALYSIS

Direct Marketing Market Place (DMMP) is a comprehensive resource of the whole direct marketing industry from direct marketing companies to service firms to associations. A list from *Direct Marketing Market Place* reaches nearly 15,000 decision-makers from more than 9,400 companies.

- ◆ Target direct marketing professionals in businesses such as:
 - ◆ Catalogs
 - ◆ Publishing
 - ◆ Agencies
 - ◆ Merchandise & Services
 - ◆ Association Membership/Fundraising
- ◆ This list is terrific for marketing:
 - ◆ Mailing Services
 - ◆ Association Memberships
 - ◆ Lists
 - ◆ Printing Services
 - ◆ Software/Hardware
 - ◆ Stock Photography
 - ◆ Data Processing Services
 - ◆ Business Services



Direct Marketing Market Place is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 14,462

Base Price: \$85/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Employee Size	\$10/M
One Per Location	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$30/M

Multi-Channel Pricing

Mailing/Telemarketing: \$190/M

State	ZIP Code	Individuals
ME	039-049	66
NH	030-038	105
VT	050-059	79
MA	010-027	624
RI	028-029	85
CT	060-069	545
New England		10.4% 1,504
NY	100-149	2,270
NJ	070-089	749
PA	150-196	668
Middle Atlantic		25.5% 3,687
OH	430-458	563
IN	460-479	186
IL	600-629	1,148
MI	480-499	278
WI	530-549	378
East North Central		17.7% 2,553
MN	550-567	381
IA	500-528	103
MO	630-658	338
ND	580-588	9
SD	570-577	13
NE	680-693	132
KS	660-679	109
West North Central		7.5% 1,085
DE	197-199	26
MD	206-219	301
DC	200-205	223
VA	220-246	375
WV	247-268	32
NC	270-289	255
SC	290-299	69
GA	300-319	303
FL	320-349	516
South Atlantic		14.5% 2,100
KY	400-427	86
TN	370-385	166
AL	350-369	110
MS	386-397	22
East South Central		2.7% 384
AR	716-729	38
LA	700-714	76
OK	730-749	55
TX	750-799	450
West South Central		4.3% 619
MT	590-599	16
ID	832-838	24
WY	820-831	18
CO	800-816	199
NM	870-884	29
AZ	850-865	169
UT	840-847	55
NV	889-898	62
Mountain		4.0% 572
AK	995-999	4
WA	980-994	168
OR	970-979	140
CA	900-961	1,418
HI	967-968	19
Pacific		12.1% 1,749
United States		98.6% 14,253
U.S. Territories		0.1% 8
Canada		1.4% 201
Mexico		—
Other International		—
APO/FPO		—
Unknown		—
Total		100.0% 14,462

SEE ALSO:
 Advertiser Company Decision Makers
 Advertising Agency Decision Makers
 DecisionMaker® Sales & Marketing Marketplace Database
 Graphic Arts Monthly

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

Direct Marketing Marketplace (DMMP)

Business Type

Associations, Courses & Events:		Service Firms & Suppliers:	
Calendar of Events	78	Broadcast Media	198
Direct Marketing Associations, Clubs & Organizations	164	Computer Services, Data Processing List & Subscription Fulfillment	245
Direct Marketing Courses & Seminars	105	Consultants	513
		Envelope Manufacturers & Suppliers	73
		Equipment & Supplies	120
Bibliography:		Full Service Direct Mail Companies	300
Direct Marketing Books/Periodicals	122	Lettershops, Mailing Services & Product Fulfillment Companies	260
		List Brokers & Compilers	319
Creative Services:		List Managers & Owners	117
Agencies: Advertising, Direct Response, Sales Promotion	983	Market Research	175
Art Services	55	Paper Suppliers	60
Copywriters	97	Premium Wholesalers & Agents	184
Photographers	36	Print Media	134
Stock Photography Agencies	96	Printing & Related Services	388
		Telemarketing	207
Direct Marketers:			
Apparel & Accessories Catalogs	468		
Association, Membership & Fundraising Organizations	708	Employee Size	
Clubs, Continuities & Correspondence Schools	66	Less than 20	3,807
Direct Marketers in Canada	125	20-49	1,403
Electronics, Audio, Computer & Video Catalogs	284	50-99	946
Financial Services	384	100-249	1,090
Food & Beverage Catalogs	209	250-499	471
General Catalogs	422	500-999	228
Gifts & Collectibles Catalogs	292	More than 1,000	153
Healthcare, Cosmetics & Pharmaceuticals Catalogs	245		
Home & Garden Catalogs	416		
Industrial & Scientific Products & Equipment Catalogs	434	Less Than \$1 Million	2,411
Insurance	383	\$1 Million-\$9 Million	2,520
Merchandise & Services	2,675	\$10 Million-\$49 Million	1,219
Office, Printing & Graphic Arts Supplies Catalogs	198	\$50 Million-\$249 Million	617
Publishers	1,551	\$250 Million-\$1 Billion	273
Sporting Goods, Hobbies, Toys & Games Catalogs	360	More than \$1 Billion	150
Subscription Agencies	49		
Transportation Catalogs	78		

Sales Volume