

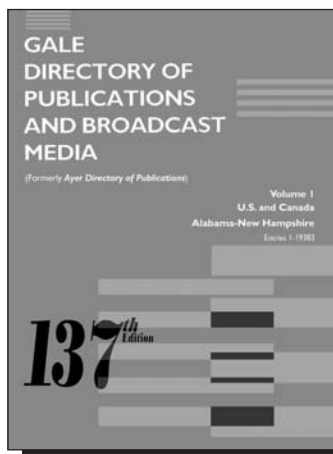
Directory of Publications

GEOGRAPHIC ANALYSIS

The Gale *Directory of Publications and Broadcast Media* is an essential tool for researchers seeking contact information, detailed statistics and advertising rates on print and broadcast media worldwide. A *Directory of Publications* direct marketing list will help you reach professionals in print media including:

- ◆ Newspapers
- ◆ Magazines
- ◆ Journals
- ◆ And Many More!

The *Directory of Publications* list is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.



Size of List: 65,133

Base Price: \$85/M

Selections

(Additional Cost/M)

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

Multi-Channel Pricing

Mailing/Telemarketing: \$190/M

SEE ALSO:

- Booksellers**
- Libraries/Librarians**
- Literary Market Place**
- Publishers Weekly**

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 | 214 |
| NH | 030-038 | 260 |
| VT | 050-059 | 188 |
| MA | 010-027 | 1,447 |
| RI | 028-029 | 174 |
| CT | 060-069 | 764 |
| New England | | 4.7% 3,047 |
| NY | 100-149 | 5,456 |
| NJ | 070-089 | 2,017 |
| PA | 150-196 | 2,105 |
| Middle Atlantic | | 14.7% 9,578 |
| OH | 430-458 | 1,573 |
| IN | 460-479 | 843 |
| IL | 600-629 | 2,493 |
| MI | 480-499 | 1,171 |
| WI | 530-549 | 1,226 |
| East North Central | | 11.2% 7,306 |
| MN | 550-567 | 1,030 |
| IA | 500-528 | 781 |
| MO | 630-658 | 1,096 |
| ND | 580-588 | 172 |
| SD | 570-577 | 239 |
| NE | 680-693 | 442 |
| KS | 660-679 | 661 |
| West North Central | | 6.8% 4,421 |
| DE | 197-199 | 67 |
| MD | 206-219 | 927 |
| DC | 200-205 | 998 |
| VA | 220-246 | 1,275 |
| WV | 247-268 | 235 |
| NC | 270-289 | 871 |
| SC | 290-299 | 315 |
| GA | 300-319 | 797 |
| FL | 320-349 | 1,490 |
| South Atlantic | | 10.7% 6,975 |
| KY | 400-427 | 457 |
| TN | 370-385 | 593 |
| AL | 350-369 | 482 |
| MS | 386-397 | 284 |
| East South Central | | 2.8% 1,816 |
| AR | 716-729 | 298 |
| LA | 700-714 | 427 |
| OK | 730-749 | 563 |
| TX | 750-799 | 1,857 |
| West South Central | | 4.8% 3,145 |
| MT | 590-599 | 177 |
| ID | 832-838 | 160 |
| WY | 820-831 | 104 |
| CO | 800-816 | 719 |
| NM | 870-884 | 215 |
| AZ | 850-865 | 403 |
| UT | 840-847 | 209 |
| NV | 889-898 | 147 |
| Mountain | | 3.3% 2,134 |
| AK | 995-999 | 94 |
| WA | 980-994 | 694 |
| OR | 970-979 | 443 |
| CA | 900-961 | 3,709 |
| HI | 967-968 | 130 |
| Pacific | | 7.8% 5,070 |
| United States | | 66.8% 43,492 |
| U.S. Territories | | 0.1% 49 |
| Canada | | 5.9% 3,861 |
| Mexico | | 0.1% 42 |
| Other International | | 27.2% 17,688 |
| APO/FPO | | — — |
| Unknown | | 0.0% 1 |
| Total | | 100.0% 65,133 |

Type of Publication

| | |
|------------|--------|
| Newspaper | 23,779 |
| Periodical | 41,354 |

Employee Size

| | |
|---------------|--------|
| Less than 20 | 15,811 |
| 20-49 | 6,014 |
| 50-99 | 2,727 |
| 100-249 | 2,880 |
| 250-499 | 1,531 |
| 500-999 | 1,138 |
| 1,000 or More | 537 |

Sales Volume

| | |
|----------------------------|--------|
| Less than \$1 Million | 11,344 |
| \$1 Million-\$9 Million | 6,527 |
| \$10 Million-\$49 Million | 3,822 |
| \$50 Million-\$249 Million | 1,671 |
| \$250 Million-\$1 Billion | 366 |
| More than \$1 Billion | 201 |