

Electronic Business

GEOGRAPHIC ANALYSIS

Reach executive level electronics managers who have the resources and authority to make key business buying decisions. A controlled circulation list from *Electronic Business* reaches over 65,000 management level decision-makers in the OEM (Original Equipment Manufacturing) industry and related electronics marketplace.

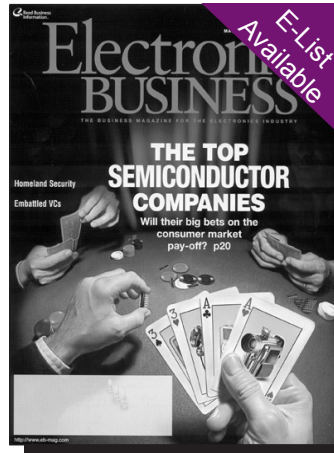
- ◆ Penetrate the *Electronic Business* Top 300 electronics companies.

- ◆ Target the electronics executives who are directly involved in the vendor selection process, including:

- ◆ Presidents/CEO's
- ◆ Chief Financial Officers
- ◆ Chief Operating Officer
- ◆ Senior Vice Presidents
- ◆ Executive Vice Presidents
- ◆ Vice Presidents

- ◆ A list from *Electronic Business* is useful for promoting:

- ◆ Components
- ◆ Software & Design/Development Tools
- ◆ Computers & Peripherals
- ◆ Integrated Circuits
- ◆ And More!



Electronic Business is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 65,026

Base Price: \$140/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Annual Revenue	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Internet Usage	\$20/M
Job Title	\$15/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

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

**Size of E-List:
32,873**

**E-List Base Price:
\$440/M**

State	ZIP Code	Individuals
ME	039-049	218
NH	030-038	644
VT	050-059	143
MA	010-027	3,059
RI	028-029	273
CT	060-069	1,072
New England		8.3% 5,409
NY	100-149	3,835
NJ	070-089	2,611
PA	150-196	2,659
Middle Atlantic		14.0% 9,105
OH	430-458	2,083
IN	460-479	955
IL	600-629	3,288
MI	480-499	1,458
WI	530-549	1,079
East North Central		13.6% 8,863
MN	550-567	1,377
IA	500-528	394
MO	630-658	837
ND	580-588	98
SD	570-577	134
NE	680-693	296
KS	660-679	468
West North Central		5.5% 3,604
DE	197-199	95
MD	206-219	1,204
DC	200-205	134
VA	220-246	1,307
WV	247-268	138
NC	270-289	1,256
SC	290-299	423
GA	300-319	1,211
FL	320-349	2,806
South Atlantic		13.2% 8,574
KY	400-427	368
TN	370-385	582
AL	350-369	504
MS	386-397	187
East South Central		2.5% 1,641
AR	716-729	245
LA	700-714	309
OK	730-749	414
TX	750-799	4,417
West South Central		8.3% 5,385
MT	590-599	131
ID	832-838	311
WY	820-831	76
CO	800-816	1,206
NM	870-884	207
AZ	850-865	1,469
UT	840-847	458
NV	889-898	283
Mountain		6.4% 4,141
AK	995-999	40
WA	980-994	1,037
OR	970-979	996
CA	900-961	14,762
HI	967-968	70
Pacific		26.0% 16,905
United States		97.8% 63,626
U.S. Territories		0.1% 59
Canada		2.1% 1,341
Mexico		—
Other International		—
Unknown		—
Total		100.0% 65,026

SEE ALSO:

- CircuTree
- DecisionMaker® Electronics Marketplace Database
- Design News
- ECN
- EDN
- Electronic News (Former Subscribers)
- Electronic Packaging & Production (Former Subscribers)
- Fiberoptic Product News
- Product Design & Development
- Test & Measurement World

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

<u>Business Type</u>		<u>Job Title</u>	
Automotive, Ground Vehicles	1,599	Director or Manager	27,025
Avionics, Aircraft, Military/Aerospace	1,262	Lead/Principal/Senior/Chief	4,425
Capital Equipment, Manufacturing	1,297	Owner, President, Partner, CEO etc.	23,637
Cellular/Consumer Phones, PCS, Pagers	1,495	Vice President	9,939
Computer Peripherals	1,556		
Consumer Electronics	4,686		
Contract Manufacturers	4,786		
EDA Tools	438	My Company Buys Via the Internet	23,093
Electronic Distributors	1,277	My Company Sells Via the Internet	20,912
Electronic Imaging Equipment		I Buy Via the Internet on Behalf of	
Office/Machinery	940	My Company	26,111
Electronic Instruments, ATe, Test & Measurement	2,283		
Financial Community	2,110		
ICs & Semiconductors	5,668		
Independent/Academic R&D Laboratories	651		
Industrial Controls, Motion Control, Robotics	2,954		
LANs, WANs, Hardware/Software	759		
Mainframes & Supercomputers	1,141		
Medical Devices	1,401		
Multimedia Systems & Components	825		
Network-Related Hardware, Software, Routers	3,546		
PDA's & Handheld Units	165		
Passive Components, Switches, Connectors	1,421		
Personal Computers	2,094		
RF & Microwave Systems	1,558		
Service Providers, ISPs, ASPs	1,300		
Software Manufacturer/Developer	3,769		
Wired, Wireless, Fiber-Optic Networks	3,421		
Workstations, Mid-Range Computers & Servers	1,921		
Other Communications Systems & Equipment	4,154		
Other Computer Systems	1,773		
Other Electronic Components	1,589		
Other Manufacturers Incorporating Electronics	1,147		

Internet Usage

Annual Revenue

\$1 Billion or More	11,939
\$500-\$999 Million	3,401
\$100-\$499 Million	6,346
\$25-\$99 Million	6,964
Less than \$25 Million	30,142