

Electronic News

(Former Subscribers)

Target over 52,000 professionals in the electronics OEM (Original Equipment Manufacturing) industry with a controlled circulation list from *Electronic News*.

- ◆ Reach professionals committed to remaining at the forefront of technology in their chosen fields including:
 - ◆ Computers, Systems & Peripherals
 - ◆ Aircraft, Avionics, Marine, Space & Military Electronics
 - ◆ Communication Systems & Consumer Electronic Products
 - ◆ Semiconductors & Components
 - ◆ Industrial Automotive, Test and Control Systems
 - ◆ Electronics & Computer Distribution
 - ◆ Financial Firms
- ◆ Target the most influential engineering decision-makers in the booming "convergence" sectors of computers, communications and consumer electronics. These managers are in need of faster new product information at the conceptual stage of the design cycle, as well as market information in the booming electronics marketplace.



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

Size of List: 52,167

Base Price: \$135/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
Employee Size	\$10/M
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

Multi-Channel Pricing

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

**Size of E-List:
24,220**

**E-List Base Price:
\$435/M**

SEE ALSO:

- CircuiTree
- CommVerge (Former Subscribers)
- DecisionMaker® Electronics Marketplace Database
- Design News
- ECN
- EDN
- Electronic Business
- Electronic Packaging & Production (Former Subscribers)
- 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.

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	207
NH	030-038	513
VT	050-059	122
MA	010-027	2,670
RI	028-029	200
CT	060-069	839
New England		8.7% 4,551
NY	100-149	3,222
NJ	070-089	2,171
PA	150-196	2,103
Middle Atlantic		14.4% 7,496
OH	430-458	1,636
IN	460-479	712
IL	600-629	2,390
MI	480-499	1,079
WI	530-549	757
East North Central		12.6% 6,574
MN	550-567	993
IA	500-528	302
MO	630-658	650
ND	580-588	76
SD	570-577	83
NE	680-693	214
KS	660-679	354
West North Central		5.1% 2,672
DE	197-199	88
MD	206-219	994
DC	200-205	150
VA	220-246	1,037
WV	247-268	101
NC	270-289	959
SC	290-299	331
GA	300-319	949
FL	320-349	2,242
South Atlantic		13.1% 6,851
KY	400-427	282
TN	370-385	440
AL	350-369	386
MS	386-397	152
East South Central		2.4% 1,260
AR	716-729	159
LA	700-714	256
OK	730-749	284
TX	750-799	3,578
West South Central		8.2% 4,277
MT	590-599	84
ID	832-838	231
WY	820-831	47
CO	800-816	928
NM	870-884	85
AZ	850-865	1,295
UT	840-847	323
NV	889-898	208
Mountain		6.1% 3,201
AK	995-999	28
WA	980-994	765
OR	970-979	754
CA	900-961	12,537
HI	967-968	27
Pacific		27.0% 14,111
United States		97.7% 50,993
U.S. Territories		0.0% 19
Canada		1.9% 1,002
Mexico		0.0% 1
Other International		0.3% 152
APO/FPO		—
Unknown		—
Total		100.0% 52,167

Electronic News

(Former Subscribers)

<u>Business Type</u>	<u>Annual Revenue</u>	
Automotive, Ground Vehicles	842	Less Than \$25 Million 22,407
Avionics,Aircraft,Military/Aerospace	1,175	\$25 Million-\$99 Million 5,311
Capital Equipment, Manufacturing	1,385	\$100 Million-\$499 Million 4,269
Cellular/Consumer Phones, PCS, Pagers	961	\$500 Million-\$999 Million 2,281 \$1 Billion or More 8,771
Computer Peripherals	1,267	
Consumer Electronics	3,265	
Contract Manufacturers	2,557	
EDA Tools	380	Less than 100 33,479
Elec Imaging Equipment, Office & Business Machinery	576	100-249 7,368 250-499 4,541
Electronic Distributors	784	500-999 3,703
Electronic Instruments, ATE, Test & Measurement	1,629	1,000 or More 12,621
Financial Community	1,391	
Foundries	296	
ICs & Semiconductors	3,685	My Company Buys Via the Internet 28,954 My Company Sells Via the Internet 20,332
Independent/Academic Research & Development Labs	432	I Buy Via the Internet on Behalf of My Company 25,847
Industrial Controls, Motion Controls, Robotics	1,642	
LANs, WANs Hardware/Software	467	
Mainframes & Supercomputers	1,003	
Medical Devices	676	Corporate/Gen Management 22,086
Multimedia Systems & Components	614	Engineering/Technical Management 14,762
Network-related H/W S/W Routers Switches	2,446	Financial Management 794 Manufacturing/Production 1,553
PDA's & Handheld Units	78	Management 1,553
Passive Computer, Switches, Connectors, Indicators, Relays	784	President/Chair/CEO/Principal/ Board 180
Personal Computers	1,577	President/Chairman/CEO/COO 239
RF & Microwave Systems	1,047	Purchasing/Procurement
Service Providers, ISPs, ASPs, etc.	843	Management 1,132
Software Manufacturer/Developer	3,040	Sales/Marketing Management 4,306
Wired, Wireless, Fiber-optic Networks Workstations, Mid-range Computers & Services	2,309	Vice President/Procurement/ Materials/Marketing 127
Other Communications Systems & Equipment	1,157	
Other Computer Systems	3,136	
Other Electronic Components	1,750	Less Than \$1 Million 9,962
Other Manufacturing Incorporating Electrical Equipment/Industrial Equipment	1,390	\$1 Million-\$9 Million 8,763 \$10 Million-\$49 Million 3,856 \$50 Million-\$249 Million 2,218 \$250 Million-\$1 Billion 939 More Than \$1 Billion 857

Employee Size

Internet Usage*

Job Function

Sales Volume

Source: Publisher's own data

* Multiple Response