

DecisionMaker® Electronics Marketplace Database

- ◆ Get direct access to more than 630,000 electronics professionals at 287,000+ locations across the U.S. and Canada within the \$700 billion electronics industry with the *DecisionMaker® Electronics Marketplace Database*.
- ◆ There is no better marketing tool for promoting electronic products such as:
 - ◆ Components
 - ◆ Test & Measurement Equipment
 - ◆ ICs/Semiconductors
 - ◆ Computer Hardware/Software
 - ◆ Communication Systems

DM2 DecisionMaker® Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker® Databases are unique to DM2 and updated every other month. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: Comprised primarily of controlled circulation subscription files, and also includes business directory & database listings and trade show attendee files.

Size of List: 631,382

Base Price: \$145/M

Multi-Channel Pricing

Mailing/Telemarketing: \$240/M

Selections (Additional Cost/M)

Acquisition Source	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Design/Specify For Industry	\$20/M
Employee Size	\$10/M
Home Address	n/c
Internet Usage	\$20/M
Job Function	\$15/M
One Per Location	\$10/M
PC User/CD-ROM Access/ Internet Access	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

SEE ALSO:

- CircuiTree**
- Design News**
- EDN**
- Electronic Business**
- Electronic News (Former Subscribers)**
- Electronic Packaging & Production (Former Subscribers)**
- Fiberoptic Product News**
- Nepcon Shows**
- Semiconductor International**
- Test & Measurement World**
- Wireless Design & Development**

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	1,866
NH	030-038	5,912
VT	050-059	1,410
MA	010-027	28,620
RI	028-029	2,568
CT	060-069	11,544
New England		8.2% 51,920
NY	100-149	34,389
NJ	070-089	20,995
PA	150-196	26,257
Middle Atlantic		12.9% 81,641
OH	430-458	26,740
IN	460-479	13,970
IL	600-629	37,645
MI	480-499	24,449
WI	530-549	15,572
East North Central		18.7% 118,376
MN	550-567	14,802
IA	500-528	4,913
MO	630-658	8,819
ND	580-588	850
SD	570-577	1,108
NE	680-693	2,674
KS	660-679	4,999
West North Central		6.0% 38,165
DE	197-199	1,224
MD	206-219	11,544
DC	200-205	1,491
VA	220-246	13,458
WV	247-268	1,252
NC	270-289	13,337
SC	290-299	5,388
GA	300-319	12,511
FL	320-349	23,173
South Atlantic		13.2% 83,378
KY	400-427	4,840
TN	370-385	8,058
AL	350-369	5,549
MS	386-397	2,311
East South Central		3.3% 20,758
AR	716-729	2,549
LA	700-714	2,854
OK	730-749	4,098
TX	750-799	35,917
West South Central		7.2% 45,418
MT	590-599	794
ID	832-838	2,462
WY	820-831	411
CO	800-816	10,312
NM	870-884	2,730
AZ	850-865	10,775
UT	840-847	4,447
NV	889-898	2,040
Mountain		5.4% 33,971
AK	995-999	353
WA	980-994	10,912
OR	970-979	7,710
CA	900-961	101,821
HI	967-968	675
Pacific		19.2% 121,471
United States		94.3% 595,098
U.S. Territories		0.1% 607
Canada		1.9% 11,963
Mexico		0.0% 180
Other International		3.7% 23,534
APO/FPO		— —
Unknown		— —
Total		100.0% 631,382

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Business Type

Consulting Firm	2,370
Distributor	19,290
Ecommerce/Ebusiness/Internet	5,735
Engineering Services	5,934
Government, Military	8,222
Research Development/Testing Lab	4,292
School or University	3,078
Telecommunication Services	5,474
Manufacturing:	
Aircraft/Avionics/Marine/Space	14,116
Automotive Electronics	12,116
Communications Systems & Equipment	57,864
Computer Peripherals	17,180
Computer Systems Integrator	4,401
Consumer Electronics	15,897
Data Communications Systems	923
ICs & Semiconductors	53,629
Industrial Controls & Equipment	13,827
Mainframes/Minis/Supercomputers	1,140
Medical Electronic Equipment	6,786
Office & Business Machines	2,903
PCs/Workstations/Servers	34,881
Printed Circuits	9,900
Software Manufacturer/Developer	5,512
Test & Measurement Equipment	23,730
Other Communications Systems	2,960
Other Components & Subassemblies	2,426
Other Computer Systems	1,314
Other Manufacturers	228,741

Employee Size

Less than 20	186,539
20-49	84,670
50-99	82,216
100-249	117,361
250-499	73,995
500-999	66,015
1,000 or More	150,196

Buying Authority*

Analog ICs, Modules	101,292
Application Specific, Programmable ICs	140,000
Card-Level Instruments & Buses	27,318
Chemicals/Gases/Materials	36,698
Communications/Microwave Test	63,917
Communications/Networking	102,872
Components	247,840
Design Software (IC, PCB)	44,612
Development Tools	55,846
Digital ICs	123,095
Facilities/Contamination Control	17,327
Inspection/Inspection Equipment	76,165
Interconnection	157,309
Minis, Superminis	61,039
Packaging & Enclosures	131,364
Peripherals	133,355
Personal Computers	133,138
Power Sources	137,593
Production/Assembly & Equipment	61,929
Production Test/ATE	142,307
Simulation/Analysis Tools	29,296
Software - All Types	227,027
Static Control Products & Equipment	24,228
System Boards	101,050
Test/Analysis Services/Consultants	108,574
Test Hardware	66,012
Test Instruments	176,577
Wafer Making/Processing	20,319
Workstations, Hardware	80,779
Other ICs	25,475

Job Function*

Consulting	10,947
Design & Development Management	103,365
Design & Development Staff	174,937
Engineering Management	136,931
Engineering Staff	227,042
General/Corporate Management	176,965
Manufacturing & Production Management	21,035
Manufacturing & Production Staff	63,371
Purchasing	34,697
Quality Control/Quality Assurance	25,639
Research & Development	70,659
Sales & Marketing	22,276

PC User/CD-ROM Access/Internet Access

PC at Home	8,319
PC at Work	114,612
CD-ROM Access	9,320
Internet Access	175,232

Internet Usage

My Company Buys Via the Internet	413,707
My Company Sells Via the Internet	362,481
I Buy Via the Internet on Behalf of My Company	171,549

Design/Specify for Industry*

Aerospace/Defense	129,800
Appliances/Consumer Products	139,879
Automotive/Trucks/Off-Highway	141,483
Communications	171,020
Computers/Office Machines	163,254
Industrial Controls/Machine Tools	183,012
Medical/Healthcare	110,850

Sales Volume

Less than \$1 Million	73,867
\$1 Million-\$9 Million	80,593
\$10 Million-\$49 Million	52,143
\$50 Million-\$249 Million	31,601
\$250 Million-\$1 Billion	12,695
More than \$1 Billion	10,046

Source: Publisher's own data

* Multiple Response