

# Energy User News

**GEOGRAPHIC ANALYSIS**

Reach 40,000 building owners and facility managers responsible for the purchase, control, management and conservation of energy with a direct marketing list from *Energy User News*.

- ◆ *Energy User News* is the leading source of information for these in-demand professionals.
- ◆ Use an *Energy User News* list for promoting products to businesses such as:
  - ◆ Hospital/Healthcare Facilities
  - ◆ Industrial/Manufacturing/Research Facilities
  - ◆ Government/Military Facilities
  - ◆ Office/Commercial Buildings
  - ◆ Educational Facilities
  - ◆ And More!



**bnp media**  
A BNP Media Publication

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

State	ZIP Code	Individuals
ME	039-049	201
NH	030-038	249
VT	050-059	122
MA	010-027	1,370
RI	028-029	191
CT	060-069	849
<b>New England</b>		<b>7.5%</b> <b>2,982</b>
NY	100-149	3,147
NJ	070-089	1,546
PA	150-196	2,331
<b>Middle Atlantic</b>		<b>17.6%</b> <b>7,024</b>
OH	430-458	2,016
IN	460-479	841
IL	600-629	2,228
MI	480-499	1,361
WI	530-549	1,135
<b>East North Central</b>		<b>19.0%</b> <b>7,581</b>
MN	550-567	801
IA	500-528	419
MO	630-658	735
ND	580-588	93
SD	570-577	98
NE	680-693	245
KS	660-679	410
<b>West North Central</b>		<b>7.0%</b> <b>2,801</b>
DE	197-199	131
MD	206-219	859
DC	200-205	279
VA	220-246	1,088
WV	247-268	171
NC	270-289	955
SC	290-299	415
GA	300-319	1,076
FL	320-349	1,713
<b>South Atlantic</b>		<b>16.7%</b> <b>6,687</b>
KY	400-427	413
TN	370-385	669
AL	350-369	410
MS	386-397	167
<b>East South Central</b>		<b>4.1%</b> <b>1,659</b>
AR	716-729	222
LA	700-714	369
OK	730-749	362
TX	750-799	2,334
<b>West South Central</b>		<b>8.2%</b> <b>3,287</b>
MT	590-599	119
ID	832-838	168
WY	820-831	66
CO	800-816	683
NM	870-884	199
AZ	850-865	555
UT	840-847	266
NV	889-898	227
<b>Mountain</b>		<b>5.7%</b> <b>2,283</b>
AK	995-999	64
WA	980-994	771
OR	970-979	520
CA	900-961	3,991
HI	967-968	155
<b>Pacific</b>		<b>13.8%</b> <b>5,501</b>
<b>United States</b>		<b>99.5%</b> <b>39,805</b>
<b>U.S. Territories</b>		<b>0.4%</b> <b>172</b>
<b>Canada</b>		—
<b>Mexico</b>		—
<b>Other International</b>		—
<b>APO/FPO</b>		<b>0.1%</b> <b>23</b>
<b>Unknown</b>		—
<b>Total</b>		<b>100.0%</b> <b>40,000</b>

**Size of List: 40,000**

**Base Price: \$125/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
Number of Buildings or Energy Systems	\$10/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Square Footage	\$10/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:**  
**11,903**  
**E-List Base Price:**  
**\$425/M**

- SEE ALSO:**
- Assembly**
  - Ceramic Industry**
  - Engineered Systems**
  - Industrial Heating**
  - Industrial Product Bulletin**
  - Pollution Engineering**
  - Process Cooling & Equipment (Former Subscribers)**
  - Process Heating**
  - Professional Builder**
  - Reed Construction Data - Regional Publication Group**

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

## Business Type

Business Type	Employee Size	Count
Airport/Mass Transit Facility	Less than 20	8,142
Chain Store/National Accounts	20-49	2,697
Consulting Engineering/Architectural/	50-99	1,872
Energy Firm	100-249	2,273
Contractor	250-499	1,222
Educational Facility	500-999	926
Energy Service Company	1,000 or More	909
Government/Military Facility		
Hospital/Healthcare Facility		
Hospitality		
Industrial/Manufacturing/Research		
Office/Commercial Building		
Power Marketing Company		
Power Utility Company		
Sports/Entertainment/Convention		
Telecom/Computer Firm/Facility		

## Sales Volume

Business Type	Sales Volume	Count
Industrial/Manufacturing/Research	Less than \$1 Million	5,189
Office/Commercial Building	\$1 Million-\$9 Million	3,316
Power Marketing Company	\$10 Million-\$49 Million	2,017
Power Utility Company	\$50 Million-\$249 Million	1,118
Sports/Entertainment/Convention	\$250 Million-\$1 Billion	430
Telecom/Computer Firm/Facility	More than \$1 Billion	421

## Title

Engineering	5,493
Engineering Management	9,880
Management	16,141
Operations Management	7,408

## Square Footage

Less than 100,000	13,329
100,001-500,000	6,357
500,001-1 Million	4,630
1 Million-2.5 Million	4,351
More than 2.5 Million	5,529

## Number of Buildings or Energy Systems Responsible For

Less than 4	14,348
4-7	5,123
8-13	3,269
14-20	2,304
More than 20	8,956