DecisionMaker® Engineering
Marketplace Database

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GEOGRAPHIC ANALYSIS

Target design, chemical, industrial, and plant engineers from over 326,000 U.S. and International locations with the *DecisionMaker® Engineering Marketplace Database*.

◆ This high quality file can be used to promote all types of products and services to engineering professionals, including:
  - ◆ CAD/CAM
  - ◆ Software
  - ◆ Computer Equipment
  - ◆ Testing Equipment
  - ◆ Electrical Components
  - ◆ And More!

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: 963,072

Selections
(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	$10/M
5-digit ZIP Code	$10/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
Location Square Footage	$10/M
Multi-Source	$10/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
Warehouse Square Footage	$10/M

Base Price: $145/M

Multi-Channel Pricing

Mailing/Telemarketing: $240/M

SEE ALSO:
Control Engineering
DecisionMaker® Building/Construction
  Marketplace Database
DecisionMaker® Electronics
  Marketplace Database
DecisionMaker® Manufacturing
  Marketplace Database
Design News
EDN
Industrial Maintenance & Plant
  Operation
Instrumentation & Automation News
Plant Engineering
Pollution Engineering
Product Design & Development

State	ZIP Code		Individuals
ME	039-049		3,241
NH	030-038		7,026
VT	050-059		2,284
MA	010-027		34,100
RI	028-029		3,643
CT	060-069		16,103
New England		**6.9%**	**66,397**
NY	100-149		47,843
NJ	070-089		31,495
PA	150-196		45,908
Middle Atlantic		**13.0%**	**125,246**
OH	430-458		50,811
IN	460-479		26,290
IL	600-629		54,922
MI	480-499		57,545
WI	530-549		27,603
East North Central		**22.5%**	**217,171**
MN	550-567		22,727
IA	500-528		10,049
MO	630-658		16,326
ND	580-588		1,667
SD	570-577		1,947
NE	680-693		5,305
KS	660-679		8,765
West North Central		**6.9%**	**66,786**
DE	197-199		2,640
MD	206-219		18,238
DC	200-205		2,055
VA	220-246		23,417
WV	247-268		2,953
NC	270-289		22,565
SC	290-299		10,960
GA	300-319		20,147
FL	320-349		31,913
South Atlantic		**14.0%**	**134,888**
KY	400-427		10,141
TN	370-385		15,862
AL	350-369		10,397
MS	386-397		4,456
East South Central		**4.2%**	**40,856**
AR	716-729		5,554
LA	700-714		6,735
OK	730-749		7,420
TX	750-799		53,520
West South Central		**7.6%**	**73,229**
MT	590-599		1,663
ID	832-838		3,808
WY	820-831		970
CO	800-816		14,859
NM	870-884		3,925
AZ	850-865		13,417
UT	840-847		6,990
NV	889-898		3,129
Mountain		**5.1%**	**48,761**
AK	995-999		1,039
WA	980-994		15,872
OR	970-979		10,332
CA	900-961		117,613
HI	967-968		1,617
Pacific		**15.2%**	**146,473**
United States		**95.5%**	**919,807**
U.S. Territories		**0.2%**	**1,497**
Canada		**1.6%**	**15,880**
Mexico		**0.1%**	**521**
Other International		**2.1%**	**19,830**
APO/FPO		**—**	**—**
Unknown		**0.6%**	**5,537**
Total		**100.0%**	**963,072**

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

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SIC Business Type

Manufacturing

20 Food & Kindred Products	45,360
22 Textile Mill Products	6,883
23 Apparel & Other Textile Products	6,702
24 Lumber & Wood Products	8,052
25 Furniture & Fixtures	11,103
26 Paper & Allied Products	21,891
27 Printing & Publishing	21,956
28 Chemicals & Allied Products	73,134
29 Petroleum & Coal Products	7,469
30 Rubber & Miscellaneous Plastic Products	40,571
31 Leather & Leather Products	1,200
32 Stone, Clay & Glass Products	19,093
33 Primary Metal Industries	39,794
34 Fabricated Metal Products	97,875
35 Industrial Machinery & Equipment	251,048
36 Electronic & Other Electric Equipment	234,812
37 Transportation Equipment	131,794
38 Instruments & Related Products	141,355
39 Miscellaneous Manufacturing Industries	20,370

Non-Manufacturing

10 Mining	3,021
12 Coal Mining	1,871
13 Oil & Gas Extraction	3,365
14 Non-Metallic Minerals	1,437
15 General Building Contractors	23,583
16 Heavy Construction (Not Building)	5,967
17 Special Trade Contractors	44,182
41 Local & Interurban Passenger Transportation	1,066
42 Trucking & Warehousing	12,807
45 Transportation by Air	4,447
47 Transportation Services	5,480

48 Communications	41,702
49 Electric, Gas & Sanitary Services	24,840
50 Wholesale Trade-Durable Goods	67,672
51 Wholesale Trade-Nondurable	15,960
52 Building Materials & Garden Supplies	1,965
54 Food Stores	1,303
55 Auto Dealers & Service Stations	1,290
57 Furniture & Home Furnishings	6,884
58 Eating & Drinking Places	1,041
59 Miscellaneous Retail	5,978
60 Depository Institutions	4,125
61 Non-Depository Institutions	2,238
65 Real Estate	2,859
67 Holding & Other Investment	8,670
73 Business Services	84,336
75 Auto Repair, Services & Parking	2,082
76 Miscellaneous Repair Services	6,836
78 Motion Pictures	1,108
79 Amusement & Recreation Services	1,783
80 Health Services	5,213
82 Educational Services	8,689
83 Social Services	934
86 Membership Organizations	1,491
87 Engineering & Management Services	195,637
89 Other Services	2,525
91 Executive Legislative & General	6,387
92 Justice, Public Order & Safety	1,628
95 Environmental Quality & Housing	1,664
96 Administration of Economic Programs	5,804
97 National Security & International Affairs	7,581
99 Non-Classifiable Establishment	8,291

Employee Size

Less than 20	270,353
20-49	126,504
50-99	128,263
100-249	191,639
250-499	121,002
500-999	99,629
1,000 or More	190,811

PC User/CD-ROM Access/ Internet Access

PC User at Home	16,241
PC User at Work	209,666
CD-ROM Access	17,378
Internet Access	180,700

Internet Usage

My Company Buys Via the Internet	579,983
My Company Sells Via the Internet	510,148
I Buy Via the Internet on Behalf of My Company	158,794

Job Function*

Administrative	31,148
Assembly	56,100
Automation	1,333
Consulting	73,182
Corporate or General Management	437,592
Design Engineering	476,238
Distributor/Manufacturer Representative	5,220
Electrical Engineering	117,599
Engineering	846,907
Engineering Management	238,677
Finance/Accounting	6,208
Human Resources	1,215
Maintenance	122,774
Material Handling	55,895
MIS/Data Processing	129,129
Packaging	50,415
Plant Management/Operations	175,612
Production/Manufacturing	222,606
Purchasing/Procurement	40,898
Quality Control/Quality Assurance/Testing	65,938
Research & Development	134,508
Sales & Marketing	39,492
Supply Chain	36,446
Systems Integrator	102,202
Technical Design/Management/ Service	105,296
Traffic/Distribution	15,472
Warehousing	11,817

Location Square Footage

Less than 10,000	4,239
10,000	13,380
25,000	5,714
50,000	33,476
100,000	46,602
250,000	89,554
500,000	76,418
1,000,000	72,598
2,000,000	11,961
More than 2,000,000	47,283

Source: Publisher's own data

* Multiple Response

☎ **800.323.4958**
✆ **630.288.8390**
🖥 **www.dm2lists.com**
✉ **directmarketing@dm2lists.com**

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Buying Authority*

Adhesives/Fasteners	82,682	Maintenance/Sanitation	102,618
Assembly Components	33,569	Material Handling	177,348
Assembly Tooling & Fixtures	24,116	Measuring & Sensing	90,977
Auto Identification/Data Collection	61,499	Metals	137,921
Bonders/Packaging/Marking	9,124	Motion Control	119,251
CAD/CAM/CAE/CIM	164,553	Office & Business Machines	15,165
Card-Level Instruments & Buses	40,123	Office Furniture/Supplies	12,810
Chemicals/Gases/Materials	43,533	Packaging	108,309
Communications Network	174,118	Paints/Coatings	83,632
Communications/Microwave Test	23,535	Peripherals	207,190
Computer Components	167,326	Piping, Valves & Fittings	216,211
Computer Hardware	210,757	Plastics	132,312
Computer Services	55,516	Pollution Control	114,869
Computers-PCS/Hardware	212,553	Power Supplies	195,004
Connectors/Sockets/Backplanes	78,489	Printing Equipment & Products	42,766
Consulting	59,424	Production/Quality Assurance/ATE/	
Contract Manufacturing	58,854	Testing	95,017
Controllers/Regulators	177,092	Programmable Controllers	7,885
Conveyors	64,286	Pumps	134,761
Data Acquisition Systems/Equipment	128,923	Power Transmission Components/	
Design Software/Hardware, CAD/CAM	116,554	Equipment	268,175
Design/Test/Measurement	62,911	QA/QC Instrumentation/Equipment	87,893
Drying Equipment	8,318	Safety Equipment	128,678
e-Commerce	32,404	Safety/Security	177,507
Electric Motors & Motor Controls	178,329	Software/Data Analysis Programs	111,917
Electrical/Electronic Equipment &		Software: All Types	429,150
Supplies	242,521	Soldering Systems/Equipment/	
Electrical/Electronic Equipment	110,891	Supplies	30,109
Electromechanical Components	86,964	Test Hardware	46,534
Electronic/Electrical Components	317,639	Test Instruments	259,726
Electronics Design Automation (EDA)	64,160	Test/Analysis Services/Consultants	42,406
Engineering Equipment	67,615	Third Party Services/Outsourcing	63,176
Facilities/Contamination Control	65,590	Tools	115,026
Fasteners/Cabinets/Enclosures/		Transportation Equipment & Supplies	17,553
Hardware	201,456	Transportation Services	30,029
Fastening/Joining/Assembly Systems		Wafer Making/Processing	13,968
& Components	184,793	Warehousing/Storage	72,005
Fluid Power/Handling Devices	151,550	Weighing/Counting Equipment	10,841
Form/Fill/Seal Machines & Equipment	26,498	Wireless Technology	40,127
HVAC	113,636	Workstations/Hardware	128,047
Hybrid Circuit Materials Design/			
Production	5,552		
ICs	176,692		
Ingredients/Raw Materials	24,501		
Inspection Equipment	81,197		
Instrument/Controls	202,611		
Lift Trucks	90,638		
Lubricants & Other Petroleum			
Products	84,634		

Square Footage of Warehouse

Less than 50,000	87,901
50,000-99,999	78,312
100,000-199,999	50,623
200,000 or More	76,181

Design/Specify for Industry*

Aerospace/Defense	192,204
Appliances/Consumer Products	214,870
Automotive/Trucks/Off-Highway	229,843
Communications	239,219
Computers/Office Machines	240,766
Industrial Controls/Machine Tools	284,637
Medical/Healthcare	171,679

Business Type

Aircraft/Guided Missile/Ordinance Manufacturer	20,829
Automotive & Other Transportation Manufacturers	68,281
Computer & Data Processing Services	28,929
Computer Manufacturing	4,267
Consultant	5,589
Distributor	4,497
Electronic Manufacturers	118,797
Engineering Construction Firms	112,898
Government & Military	28,884
Instrumentation & Control Apparatus Sales & Services	5,346
Instrumentation & Control Equipment Manufacturers	52,889
Manufacturer of Machinery/Equipment for Industry	223,515
Pharmaceutical Manufacturing	1,398
Raw Materials Processing Industry	155,379
Research & Development Firms	10,646
Supply Chain	21,336
Transportation & Communications Services	15,282
Utilities/Electric/Gas/Water/ Sewerage	14,863

Sales Volume

Less than $1 Million	112,046
$1 Million-$9 Million	106,860
$10 Million-$49 Million	74,024
$50 Million-$249 Million	44,983
$250 Million-$1 Billion	16,820
More than $1 Billion	13,386