

# Executives - Financial Decision Makers

**GEOGRAPHIC ANALYSIS**

Target over 23,000 top-level financial executives from U.S. parent companies with the greatest assets using a list from LexisNexis Group's America's Corporate Finance Directory.

- ◆ Reach executives with job functions such as:
  - ◆ President
  - ◆ Chief Financial Officer
  - ◆ Controller
  - ◆ Corporate Secretary
  - ◆ Treasurer
  - ◆ Chairman of the Board
  - ◆ Personnel
  - ◆ Risk Management
  - ◆ Chief Executive Officer
  - ◆ And More!



Parent companies included in this directory have revenue income and/or pension assets in excess of \$100 million per year.

Executives - Financial Decision Makers is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.

State	ZIP Code	Individuals
ME	039-049	34
NH	030-038	72
VT	050-059	19
MA	010-027	698
RI	028-029	108
CT	060-069	664
<b>New England</b>		<b>6.7% 1,595</b>
NY	100-149	2,181
NJ	070-089	961
PA	150-196	1,271
<b>Middle Atlantic</b>		<b>18.5% 4,413</b>
OH	430-458	1,191
IN	460-479	407
IL	600-629	1,536
MI	480-499	735
WI	530-549	566
<b>East North Central</b>		<b>18.6% 4,435</b>
MN	550-567	731
IA	500-528	217
MO	630-658	717
ND	580-588	29
SD	570-577	28
NE	680-693	160
KS	660-679	106
<b>West North Central</b>		<b>8.4% 1,988</b>
DE	197-199	87
MD	206-219	341
DC	200-205	152
VA	220-246	700
WV	247-268	27
NC	270-289	543
SC	290-299	168
GA	300-319	733
FL	320-349	846
<b>South Atlantic</b>		<b>15.1% 3,597</b>
KY	400-427	230
TN	370-385	452
AL	350-369	255
MS	386-397	81
<b>East South Central</b>		<b>4.3% 1,018</b>
AR	716-729	136
LA	700-714	176
OK	730-749	206
TX	750-799	2,132
<b>West South Central</b>		<b>11.1% 2,650</b>
MT	590-599	22
ID	832-838	96
WY	820-831	0
CO	800-816	356
NM	870-884	35
AZ	850-865	298
UT	840-847	110
NV	889-898	138
<b>Mountain</b>		<b>4.4% 1,055</b>
AK	995-999	4
WA	980-994	355
OR	970-979	208
CA	900-961	2,411
HI	967-968	44
<b>Pacific</b>		<b>12.7% 3,022</b>
<b>United States</b>		<b>99.9% 23,773</b>
<b>U.S. Territories</b>		<b>0.1% 29</b>
<b>Canada</b>		<b>— —</b>
<b>Mexico</b>		<b>— —</b>
<b>Other International</b>		<b>— —</b>
<b>APO/FPO</b>		<b>— —</b>
<b>Unknown</b>		<b>— —</b>
<b>Total</b>		<b>100.0% 23,802</b>

**Size of List: 23,802**

**Base Price: \$85/M**

## Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$30/M

## Multi-Channel Pricing

**Mailing/Telemarketing: \$190/M**

**SEE ALSO:**

- DecisionMaker® Finance Marketplace Database
- DecisionMaker® Management Marketplace Database
- Executives - Financial Service Firms
- Executives - Leading Private Companies
- Executives - Major Corporations & Subsidiaries

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	Job Function*	Employee Size	Sales Volume
13 Oil & Gas Extraction	517 Cash Management	444 Less than 20	3,211
15 Building Construction - General Contractors & Operative Builders	360 Chairman of the Board	2,951 20-49	1,351
20 Food & Kindred Products	916 Chief Executive Officer	3,544 50-99	1,504
23 Apparel & Other Finished Products Made from Fabrics	168 Chief Financial Officer	2,820 100-249	2,773
26 Paper & Allied Products	355 Chief Operating Officer	1,284 250-499	2,291
27 Printing, Publishing, & Allied Industries	631 Controller	1,661 500-999	1,974
28 Chemicals & Allied Products	1,096 Corporate Secretary	1,894 1,000 or More	1,984
30 Rubber & Miscellaneous Plastics Products	251 Employee Benefits	656	
33 Primary Metal Industries	393 Financial Executive	2,157	
34 Fabricated Metal Products	282 General Counsel	2,202	
35 Industrial & Commercial Machinery & Computer Equipment	898 International Finance	126 Less than \$1 Million	1,169
36 Electronics - Except Computer Equipment	889 Investor Relations	1,123 \$1 Million-\$9 Million	854
37 Transportation Equipment	580 Leasing	159 \$10 Million-\$49 Million	825
39 Miscellaneous Manufacturing	149 Merger/Acquisition Contact	254 \$50 Million-\$249 Million	1,167
48 Communications	561 Pension Administration	353 \$250 Million-\$1 Billion	3,896
49 Electric, Gas & Sanitary Services	1,494 Personnel	2,151 More than \$1 Billion	5,386
50 Wholesale Trade - Durable Goods	706 Personnel Training & Development	270	
51 Wholesale Trade - Non-Durable Goods	852 Planning & Development	1,192	
53 General Merchandise Stores	375 President	3,993	
54 Food Stores	416 Purchasing	474	
56 Apparel & Accessory Stores	328 Real Estate	458	
58 Eating & Drinking Places	364 Risk Management	592	
59 Miscellaneous Retail	450 Treasurer	2,045	
60 Depository Institutions	923		
63 Insurance Carriers	1,561		
67 Holding & Other Investment Offices	1,171		
73 Business Services	1,058		
87 Engineering, Accounting, Research, Management & Related Services	516		

Source: Publisher's own data

\* Multiple Response