

Food Manufacturing

GEOGRAPHIC ANALYSIS

Direct your next marketing message to decision-makers in the U.S. food and beverage processing market with *Food Manufacturing's* controlled circulation list.

- ◆ These professionals purchase food and beverage plant equipment, supplies, food handling, processing and packaging equipment in every vertical food industry segment.
- ◆ *Food Manufacturing* serves plants that process:
 - ◆ Meats
 - ◆ Dairy Products
 - ◆ Fruits/Vegetables
 - ◆ Beverages
 - ◆ Baked Goods
 - ◆ Other Food Products
- ◆ Also includes manufacturers of:
 - ◆ Soft Drinks
 - ◆ Candy
 - ◆ Canned Fruits/Vegetables



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

Size of List: 40,050
Base Price: \$130/M

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
Employee Size	\$10/M
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$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:
12,539

E-List Base Price:
\$430/M

State	ZIP Code	Individuals
ME	039-049	168
NH	030-038	103
VT	050-059	119
MA	010-027	794
RI	028-029	76
CT	060-069	371
New England		4.1% 1,631
NY	100-149	1,924
NJ	070-089	1,522
PA	150-196	2,106
Middle Atlantic		13.9% 5,552
OH	430-458	2,075
IN	460-479	914
IL	600-629	3,048
MI	480-499	970
WI	530-549	1,976
East North Central		22.4% 8,983
MN	550-567	1,461
IA	500-528	992
MO	630-658	1,170
ND	580-588	183
SD	570-577	174
NE	680-693	524
KS	660-679	474
West North Central		12.4% 4,978
DE	197-199	154
MD	206-219	616
DC	200-205	20
VA	220-246	776
WV	247-268	80
NC	270-289	960
SC	290-299	354
GA	300-319	1,245
FL	320-349	1,253
South Atlantic		13.6% 5,458
KY	400-427	654
TN	370-385	780
AL	350-369	468
MS	386-397	274
East South Central		5.4% 2,176
AR	716-729	551
LA	700-714	418
OK	730-749	315
TX	750-799	2,031
West South Central		8.3% 3,315
MT	590-599	55
ID	832-838	398
WY	820-831	21
CO	800-816	500
NM	870-884	119
AZ	850-865	277
UT	840-847	375
NV	889-898	121
Mountain		4.7% 1,866
AK	995-999	53
WA	980-994	840
OR	970-979	542
CA	900-961	4,521
HI	967-968	98
Pacific		15.1% 6,054
United States		99.9% 40,013
U.S. Territories		0.1% 37
Canada		—
Mexico		—
Other International		—
APO/FPO		—
Unknown		—
Total		100.0% 40,050

SEE ALSO:
DecisionMaker® Manufacturing Marketplace Database
Food Engineering
Prepared Foods

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

Food Manufacturing

<u>Business Type</u>	<u>Title</u>		
Baked Goods	4,199	Engineering	8,730
Beverages, Flavors	5,056	General Administration	8,033
Canned, Frozen Vegetables, Fruit		Maintenance	4,019
Specialties	3,864	Plant Operations	16,086
Dairy Products	4,716	Purchasing	2,506
Engineering & Architectural			
Services	1,630		
Fats & Oils	612		
Grain Mill Products	2,296	My Company Buys Via the Internet	2,758
Meat/Poultry Products	6,776	My Company Sells Via the Internet	1,622
Miscellaneous Food & Kindred		I Buy Via the Internet on Behalf of	
Products	7,184	My Company	2,041
Sugar, Confectionery	2,235		

Internet Usage

Employee Size

Less than 100	6,712
101-249	11,335
250-500	8,155
501-1,000	5,334
More than 1,000	4,624

Buying Authority*

Gas Products	1,612
General Plant Equipment	4,874
Instrumentation/Controls	4,559
Maintenance/Plant Service	
Systems	4,370
Material Handling/Conveying	
Systems	5,369
Packaging Materials	4,573
Packaging Systems	5,524
Plant Construction Site Selection	2,532
Processing Systems	5,482
Quality Control Products	3,794
Refrigeration/Freezing Systems	3,090
Sanitation/Cleaning Products	3,950
Shipping & Distribution	1,800
Warehousing Storage Systems	3,342

Source: Publisher's own data

* Multiple Response