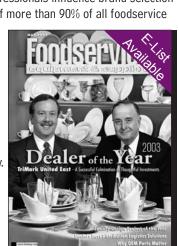
# Foodservice Equipment & Supplies

Use *Foodservice Equipment & Supplies'* controlled circulation list to reach qualified foodservice buyers and specifiers. These industry professionals influence brand selection through the distribution, specification and purchase of more than 90% of all foodservice

equipment and supplies sold in this market — far more than any other publication in the field.

- Good for promoting:
  - Tabletop & Supplies
  - Foodservices Equipment
  - Furnishings
  - Maintenance Supplies

*Foodservice Equipment & Supplies* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



## Size of List: 22,713

Base Price: \$135/M

#### Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Annual Dollar Volume	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Internet Usage	\$20/M
Market Segments	\$10/M
One Per Location	\$10/M
Products Sold	\$25/M
Recency	\$10/M
SIC Code	\$15/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: 8,376 E-List Base Price: \$435/M



	State	ZIP Code	l	Individuals
ı	ME	039-049		98
	NH	030-038		88
	VT	050-059		58
	MA	010-027		632
	RI	028-029		113
	CT New Eng	060-069	5.7%	296 1,285
			5.7%	
	NY	100-149		1,488
	NJ	070-089 150-196		607
	PA Middle A		14.2%	1,123 <b>3,218</b>
			14.2 /0	· · · ·
	OH IN	430-458		1,208
	IL	460-479 600-629		493 1,182
	MI	480-499		643
	WI	530-549		476
	East Nor	th Central	17.6%	4,002
	MN	550-567		459
	IA	500-528		251
	MO	630-658		554
	ND	580-588		88
	SD	570-577		69
	NE	680-693		183
	KS	660-679		211
		orth Central	8.0%	1,815
	DE	197-199		68
	MD	206-219		529
	DC VA	200-205 220-246		54 511
	ŴV	247-268		95
	NC	270-289		618
	SC	290-299		249
	GA	300-319		577
	FL	320-349		1,725
	South At		19.5%	4,426
	KY	400-427		308
	TN AL	370-385		442
	MS	350-369 386-397		309 124
		th Central	5.2%	1,183
	AR	716-729		200
	LA	700-714		289
	OK	730-749		234
	ΤX	750-799		1,419
	West So	uth Central	9.4%	2,142
	MT	590-599		101
	ID	832-838		69
	WY	820-831		34
		800-816		370
	NM AZ	870-884 850-865		112 337
	UT	840-847		337 188
	NV	889-898		161
	Mountai	n	6.0%	1,372
	AK	995-999		34
	WA	980-994		401
	OR	970-979		208
	CA	900-961		1,885
	HI Pacific	967-968	11 40/	116 2644
			11.6%	2,644
	United S		97.2%	22,087
	U.S. Teri Canada	ritories	0.2% 2.5%	41 574
	Mexico		2.3%	J/4
	Other In	ternational	_	_
	APO/FP		0.0%	11
	Unknow	n	—	—
	Total		100.0%	22,713

#### SEE ALSO: Chain Leader Food Engineering Food Manufacturing Prepared Foods Restaurants & Institutions

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**

Broadliner/Distributor of Food, **Equipment & Supplies** Dealer/Distributor of Foodservice Equipment, Furnishings or Supplies Only, Maintenance & Supply Houses, Refrigeration Sales/Service Firms Foodservice Facilities Consultants, Independent Specifiers, **Contract Interior Design Firms** & Space Planning Firms Hospital, Nursing Home, College Multi-Unit Headquarters for Chain **Restaurants & Contract** Feeding, Convenience Stores, Supermarkets with In-Store Deli or Bakery, Government, Hospitals, Nursing Homes, Colleges, School Districts, And Other Similar Headquarters Operations Multi-Unit Headquarters for Chain Restaurants

#### Title

Operations Management Principles
Sales
Technical Design

#### Internet Usage

My Company Buys Via the Internet My Company Sells Via the Internet I Buy Via the Internet on Behalf of My Company

### Annual Dollar Volume

\$10,000,000 or More	6,173
\$5,000,000-\$9,999,999	2,981
\$2,500,000-\$4,999,999	3,068
\$1,000,000-\$2,499,999	4,194
Less than \$1,000,000	4,953
	\$5,000,000-\$9,999,999 \$2,500,000-\$4,999,999 \$1,000,000-\$2,499,999

#### 9,492 Market Segments

	Bars/Taverns	7,785
	C-Stores	6,367
2,855	Caterers	7,524
449	Colleges/Universities	7,806
	Contract Feeders	5,701
	Full Menu Restaurants	9,658
	Healthcare	7,956
	Hotels/Motels	8,011
	Limited-Menu Restaurants	8,785
	Military	4,756
	Schools	8,465
	Supermarket Deli/Bakery	6,444
5,368		

#### **Products Sold\***

339		
	Candles	6,337
	Chaffers	7,309
	China	7,568
10,328	Cleaning Supplies	8,230
7,319	Cutlery	8,886
3,500	Decor & Furnishings	6,635
1,565	Flatware	7,849
	Glassware	7,806
	Heavy Equipment	8,753
	Kitchenware	9,180
1,942	Light Equipment	9,182
1,933	Linens	6,383
	Storage Containers	9,029
2,113	Wraps	6,488