

Foodservice Equipment & Supplies

GEOGRAPHIC ANALYSIS

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	Individuals
ME	039-049	98
NH	030-038	88
VT	050-059	58
MA	010-027	632
RI	028-029	113
CT	060-069	296
New England		5.7% 1,285
NY	100-149	1,488
NJ	070-089	607
PA	150-196	1,123
Middle Atlantic		14.2% 3,218
OH	430-458	1,208
IN	460-479	493
IL	600-629	1,182
MI	480-499	643
WI	530-549	476
East North 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
West North Central		8.0% 1,815
DE	197-199	68
MD	206-219	529
DC	200-205	54
VA	220-246	511
WV	247-268	95
NC	270-289	618
SC	290-299	249
GA	300-319	577
FL	320-349	1,725
South Atlantic		19.5% 4,426
KY	400-427	308
TN	370-385	442
AL	350-369	309
MS	386-397	124
East South Central		5.2% 1,183
AR	716-729	200
LA	700-714	289
OK	730-749	234
TX	750-799	1,419
West South Central		9.4% 2,142
MT	590-599	101
ID	832-838	69
WY	820-831	34
CO	800-816	370
NM	870-884	112
AZ	850-865	337
UT	840-847	188
NV	889-898	161
Mountain		6.0% 1,372
AK	995-999	34
WA	980-994	401
OR	970-979	208
CA	900-961	1,885
HI	967-968	116
Pacific		11.6% 2,644
United States		97.2% 22,087
U.S. Territories		0.2% 41
Canada		2.5% 574
Mexico		—
Other International		—
APO/FPO		0.0% 11
Unknown		—
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.

Foodservice Equipment & Supplies

<u>Business Type</u>	<u>Annual Dollar Volume</u>		
Broadliner/Distributor of Food, Equipment & Supplies	4,370	\$10,000,000 or More \$5,000,000-\$9,999,999	
Dealer/Distributor of Foodservice Equipment, Furnishings or Supplies Only, Maintenance & Supply Houses, Refrigeration Sales/Service Firms	9,492	\$2,500,000-\$4,999,999 \$1,000,000-\$2,499,999 Less than \$1,000,000	
Market Segments			
Foodservice Facilities Consultants, Independent Specifiers, Contract Interior Design Firms & Space Planning Firms	2,855	Bars/Taverns C-Stores Caterers	
Hospital, Nursing Home, College	449	Colleges/Universities	
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	5,368	Contract Feeders Full Menu Restaurants Healthcare Hotels/Motels Limited-Menu Restaurants Military Schools Supermarket Deli/Bakery	
Multi-Unit Headquarters for Chain Restaurants	339	Products Sold *	
Title		Candles	6,337
Operations Management	10,328	Chaffers	7,309
Principles	7,319	China	7,568
Sales	3,500	Cleaning Supplies	8,230
Technical Design	1,565	Cutlery	8,886
Internet Usage		Decor & Furnishings	6,635
My Company Buys Via the Internet	1,942	Flatware	7,849
My Company Sells Via the Internet	1,933	Glassware	7,806
I Buy Via the Internet on Behalf of My Company	2,113	Heavy Equipment	8,753
		Kitchenware	9,180
		Light Equipment	9,182
		Linens	6,383
		Storage Containers	9,029
		Wraps	6,488

Source: Publisher's own data
* Multiple Response