

# DecisionMaker® Fortune 1000 Database

With the *DecisionMaker® Fortune 1000 Database*, you can reach over 350,000 executives at Fortune 1000 companies.

- ◆ Useful for promoting:
  - ◆ Seminars
  - ◆ e-Business Solutions
  - ◆ Big-Ticket Product Offerings
  - ◆ Business Catalogs
  - ◆ Software
  - ◆ Magazine Subscriptions and More!

These decision-makers specify and authorize big-ticket purchases for the most powerful business institutions in the world.

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.

E-List Available

State	ZIP Code	Individuals
ME	039-049	1,067
NH	030-038	1,689
VT	050-059	795
MA	010-027	10,629
RI	028-029	847
CT	060-069	7,462
<b>New England</b>		<b>6.3%</b> <b>22,489</b>
NY	100-149	17,569
NJ	070-089	14,462
PA	150-196	16,971
<b>Middle Atlantic</b>		<b>13.8%</b> <b>49,002</b>
OH	430-458	22,414
IN	460-479	12,200
IL	600-629	24,554
MI	480-499	23,283
WI	530-549	10,099
<b>East North Central</b>		<b>26.1%</b> <b>92,550</b>
MN	550-567	9,430
IA	500-528	4,146
MO	630-658	6,956
ND	580-588	300
SD	570-577	532
NE	680-693	1,800
KS	660-679	3,589
<b>West North Central</b>		<b>7.5%</b> <b>26,753</b>
DE	197-199	1,551
MD	206-219	5,463
DC	200-205	522
VA	220-246	8,839
WV	247-268	1,498
NC	270-289	8,877
SC	290-299	4,202
GA	300-319	9,402
FL	320-349	10,160
<b>South Atlantic</b>		<b>14.3%</b> <b>50,514</b>
KY	400-427	4,439
TN	370-385	6,466
AL	350-369	3,775
MS	386-397	1,983
<b>East South Central</b>		<b>4.7%</b> <b>16,663</b>
AR	716-729	3,163
LA	700-714	2,538
OK	730-749	2,766
TX	750-799	21,360
<b>West South Central</b>		<b>8.4%</b> <b>29,827</b>
MT	590-599	269
ID	832-838	2,218
WY	820-831	127
CO	800-816	6,125
NM	870-884	917
AZ	850-865	5,662
UT	840-847	2,094
NV	889-898	476
<b>Mountain</b>		<b>5.0%</b> <b>17,888</b>
AK	995-999	65
WA	980-994	5,946
OR	970-979	3,163
CA	900-961	36,877
HI	967-968	280
<b>Pacific</b>		<b>13.1%</b> <b>46,331</b>
<b>United States</b>		<b>99.3%</b> <b>352,017</b>
<b>U.S. Territories</b>		<b>0.2%</b> <b>579</b>
<b>Canada</b>		<b>0.5%</b> <b>1,850</b>
<b>Mexico</b>		—
<b>Other International</b>		—
<b>APO/FPO</b>		—
<b>Unknown</b>		—
<b>Total</b>		<b>100.0%</b> <b>354,446</b>

**Size of List: 354,446**

**Base Price: \$140/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Employee Size	\$10/M
Internet Usage	\$20/M
Job Function	\$15/M
PC User/CD-ROM Access/	
Internet Access	\$10/M
Sales Volume	\$10/M
SIC/NAICS Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

## Multi-Channel Pricing

Mailing/E-Mail: \$515/M  
Mailing/Telemarketing: \$240/M  
Mailing/E-Mail/Telemarketing: \$615/M

**Size of E-List:  
83,339**

**E-List Base Price:  
\$440/M**

### SEE ALSO:

- DecisionMaker® Electronics Marketplace Database
- DecisionMaker® IT Marketplace Database
- DecisionMaker® Management Marketplace Database
- DecisionMaker® Manufacturing Marketplace Database

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

# DecisionMaker® Fortune 1 000 Database

## SIC Code ‡

15 General Building Contractors  
 16 Heavy Construction Except Building  
 17 Special Trade Contractors  
 20 Food & Kindred Products  
 22 Textile Mill Products  
 24 Lumber & Wood Products  
 25 Furniture & Fixtures  
 26 Paper & Allied Products  
 27 Printing & Publishing  
 28 Chemicals & Allied Products  
 30 Rubber & Miscellaneous Plastic Products  
 32 Stone, Clay & Glass Products  
 33 Primary Metal Products  
 34 Fabricated Metal Products  
 35 Industrial Machinery & Equipment  
 36 Electronic & Other Electric Equipment  
 37 Transportation Equipment  
 38 Instruments & Related Products  
 39 Miscellaneous Manufacturing  
 42 Trucking & Warehousing  
 47 Transportation Services  
 48 Communications  
 49 Electric, Gas & Sanitary Services  
 50 Wholesale Trade – Durable Goods  
 51 Wholesale Trade – Non-Durable Goods  
 52 Building Materials & Garden Supplies  
 57 Furniture & Home Furnishings Stores  
 59 Miscellaneous Retail  
 65 Real Estate  
 70 Hotels & Other Lodging Places  
 73 Business Services  
 80 Health Services  
 82 Educational Services  
 86 Membership Organizations  
 87 Engineering & Management Services  
 91 Executive, Legislative & General  
 99 Nonclassifiable Establishments

## Business Type ‡

Automotive  
 Communications  
 Construction  
 Consulting  
 Distributors, Brokers  
 E-Commerce/Internet Retailer  
 Education  
 Engineering Firms  
 Entertainment/Media  
 Finance/Insurance/Real Estate  
 Financial Institution  
 Government/Military  
 Hotels, Motels, Resorts  
 Interior Design/Architecture  
 Legal  
 Manufacturing  
 Medical/Healthcare  
 Research & Development Laboratories  
 Restaurant/Food  
 Retail Trade  
 Services  
 Transportation  
 Travel  
 Utilities  
 Utilities/Communications/  
 Transportation  
 Wholesale  
 Wholesale/Retail/Distributor

## Employee Size ‡

Less than 20  
 20-49  
 50-99  
 100-249  
 250-499  
 500-999  
 1,000 or More

## Title ‡

Account Executive  
 Accountant  
 Administrator  
 Agent  
 Analyst  
 Architect  
 Assistant  
 Associate  
 Buyer  
 Chairman  
 Chemist/Scientist  
 Chief  
 Chief Executive  
 Consultant  
 Controller  
 Coordinator  
 Counsel/Counselor  
 Designer  
 Director  
 Editor/Writer/Librarian  
 Educator  
 Engineer  
 Estimator  
 Executive & Chief Financial  
 Foreman  
 Leader  
 Manager/Head  
 Mechanic  
 Military/Government  
 Nurse  
 Officer  
 Operator  
 Owner  
 Partner  
 Physician/Doctor  
 Planner/Scheduler  
 President  
 Programmer  
 Proprietor/Principal  
 Representative/Sales  
 Secretary/Treasurer  
 Specialist  
 Superintendent  
 Supervisor  
 Technologist/Technicians  
 Vice President  
 Vice President & Chief Office

# DecisionMaker® Fortune 1 000 Database

## Job Function\* ‡

Architect/Construction  
Attorney  
Consulting  
Corporate Management  
Design Engineering  
Educator  
Engineering  
Finance  
Foodservice  
Interior Designers  
IS/MIS/IT  
Maintenance  
Manufacturing & Production  
Middle Management  
Nurse  
Operations  
Owner  
Physician  
Plant  
Purchasing  
Quality, Quality Assurance, Quality  
Control  
Research & Development,  
Laboratory  
Sales & Marketing  
Warehouse

## PC User/CD-ROM Access/ Internet Access ‡

PC at Home  
PC at Work  
CD-ROM Access  
Internet Access

## Internet Usage ‡

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

## Sales Volume ‡

Less than \$1 Million  
\$1 Million-\$9 Million  
\$10 Million-\$49 Million  
\$50 Million-\$249 Million  
\$250 Million-\$1 Billion  
More than \$1 Billion