

# Furniture/Today

Use *Furniture/Today's* circulation list and you will be assured of reaching the industry executives with buying power for products and services related to the furniture industry.

- ◆ *Furniture/Today* concentrates its editorial coverage on retail establishments that do over \$500,000 in annual sales.
- ◆ Reach over 15,000 top decision-makers at:
  - ◆ Furniture Manufacturing Establishments
  - ◆ Furniture Retail Establishments

*Furniture/Today* is updated quarterly. Contact a DM2 Account Executive for up-to-the-minute counts.



E-List Available

## GEOGRAPHIC ANALYSIS

| State                      | ZIP Code | Individuals                 |
|----------------------------|----------|-----------------------------|
| ME                         | 039-049  | 45                          |
| NH                         | 030-038  | 78                          |
| VT                         | 050-059  | 39                          |
| MA                         | 010-027  | 349                         |
| RI                         | 028-029  | 33                          |
| CT                         | 060-069  | 161                         |
| <b>New England</b>         |          | <b>4.6%</b> <b>705</b>      |
| NY                         | 100-149  | 836                         |
| NJ                         | 070-089  | 385                         |
| PA                         | 150-196  | 594                         |
| <b>Middle Atlantic</b>     |          | <b>11.7%</b> <b>1,815</b>   |
| OH                         | 430-458  | 500                         |
| IN                         | 460-479  | 286                         |
| IL                         | 600-629  | 621                         |
| MI                         | 480-499  | 452                         |
| WI                         | 530-549  | 289                         |
| <b>East North Central</b>  |          | <b>13.9%</b> <b>2,148</b>   |
| MN                         | 550-567  | 267                         |
| IA                         | 500-528  | 122                         |
| MO                         | 630-658  | 230                         |
| ND                         | 580-588  | 16                          |
| SD                         | 570-577  | 38                          |
| NE                         | 680-693  | 54                          |
| KS                         | 660-679  | 116                         |
| <b>West North Central</b>  |          | <b>5.5%</b> <b>843</b>      |
| DE                         | 197-199  | 37                          |
| MD                         | 206-219  | 212                         |
| DC                         | 200-205  | 22                          |
| VA                         | 220-246  | 453                         |
| WV                         | 247-268  | 38                          |
| NC                         | 270-289  | 1,774                       |
| SC                         | 290-299  | 185                         |
| GA                         | 300-319  | 536                         |
| FL                         | 320-349  | 891                         |
| <b>South Atlantic</b>      |          | <b>26.8%</b> <b>4,148</b>   |
| KY                         | 400-427  | 152                         |
| TN                         | 370-385  | 311                         |
| AL                         | 350-369  | 175                         |
| MS                         | 386-397  | 293                         |
| <b>East South Central</b>  |          | <b>6.0%</b> <b>931</b>      |
| AR                         | 716-729  | 116                         |
| LA                         | 700-714  | 132                         |
| OK                         | 730-749  | 102                         |
| TX                         | 750-799  | 720                         |
| <b>West South Central</b>  |          | <b>6.9%</b> <b>1,070</b>    |
| MT                         | 590-599  | 42                          |
| ID                         | 832-838  | 26                          |
| WY                         | 820-831  | 16                          |
| CO                         | 800-816  | 179                         |
| NM                         | 870-884  | 54                          |
| AZ                         | 850-865  | 181                         |
| UT                         | 840-847  | 76                          |
| NV                         | 889-898  | 60                          |
| <b>Mountain</b>            |          | <b>4.1%</b> <b>634</b>      |
| AK                         | 995-999  | 17                          |
| WA                         | 980-994  | 216                         |
| OR                         | 970-979  | 119                         |
| CA                         | 900-961  | 1,330                       |
| HI                         | 967-968  | 12                          |
| <b>Pacific</b>             |          | <b>11.0%</b> <b>1,694</b>   |
| <b>United States</b>       |          | <b>90.5%</b> <b>13,988</b>  |
| <b>U.S. Territories</b>    |          | <b>0.1%</b> <b>21</b>       |
| <b>Canada</b>              |          | <b>7.9%</b> <b>1,215</b>    |
| <b>Mexico</b>              |          | <b>0.1%</b> <b>23</b>       |
| <b>Other International</b> |          | <b>1.4%</b> <b>214</b>      |
| <b>APO/FPO</b>             |          | —                           |
| <b>Unknown</b>             |          | —                           |
| <b>Total</b>               |          | <b>100.0%</b> <b>15,461</b> |

Size of List: 15,461

Base Price: \$125/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 |
| One Per Location     | \$10/M |
| Recency              | \$10/M |
| Sales Volume         | \$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:  
3,464

E-List Base Price:  
\$425/M

**SEE ALSO:**

- Casual Living**
- DecisionMaker® Manufacturing Marketplace Database**
- Home Accents Today**
- Home Textiles Today**
- Interior Design**

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                               |       | Title              |       |
|---|-------|--------------------|-------|
| Advertising Agency                          | 80    | Buyer              | 182   |
| Catalog/Mail Order                          | 40    | CEO                | 402   |
| Department Store                            | 88    | D.M.M.             | 22    |
| Discount Store                              | 34    | G.M.M.             | 159   |
| Financial Institution                       | 152   | Manager            | 1,320 |
| Furniture Store/Warehouse Club              | 35    | Manufacturer's Rep | 1,322 |
| Furniture Manufacturer                      | 2,466 | Owner              | 3,772 |
| Furniture Manufacturer's<br>Representatives | 2,403 | President          | 2,238 |
|   |       | Salesperson        | 330   |
| Furniture Retailer                          | 5,961 | Vice President     | 1,102 |
| Furniture Wholesaler                        | 714   |                    |       |
| Home Accent Store                           | 48    |                    |       |
| Interior Decorator                          | 111   |                    |       |
| Rent to Own Store                           | 41    |                    |       |
| Specialty Store                             | 201   |                    |       |
| Supplier                                    | 1,087 |                    |       |

## Employee Size

|                 |       |
|-----------------|-------|
| Less than 20    | 3,533 |
| 20-49           | 965   |
| 50-99           | 469   |
| 100-249         | 531   |
| 250-499         | 215   |
| 500-999         | 177   |
| More than 1,000 | 90    |

## Sales Volume

|                            |       |
|----------------------------|-------|
| Less than \$1 Million      | 1,788 |
| \$1 Million-\$9 Million    | 2,025 |
| \$10 Million-\$49 Million  | 615   |
| \$50 Million-\$249 Million | 380   |
| \$250 Million-\$1 Billion  | 123   |
| More than \$1 Billion      | 75    |

Source: Publisher's own data

\* Multiple Response

