

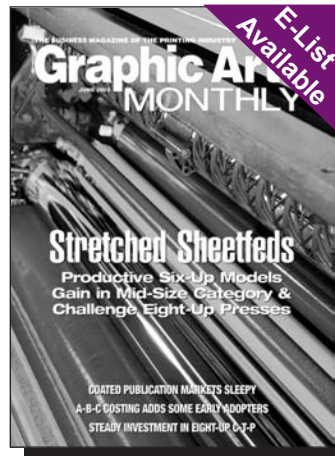
# Graphic Arts Monthly

## GEOGRAPHIC ANALYSIS

Target chief executives, supervisors and operations managers at commercial printing plant locations with *Graphic Arts Monthly*. This controlled circulation list gives you the ability to direct your next marketing campaign to verified buyers and specifiers of graphic arts products and services.

- ◆ Reach those who buy, specify and recommend:
  - ◆ Collators
  - ◆ Computer to Plate Systems
  - ◆ Image Storage Systems
  - ◆ Ink Jet Printers
  - ◆ Workstations
  - ◆ And More!

*Graphic Arts Monthly* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



| State                      | ZIP Code | Individuals          |
|----------------------------|----------|----------------------|
| ME                         | 039-049  | 291                  |
| NH                         | 030-038  | 407                  |
| VT                         | 050-059  | 213                  |
| MA                         | 010-027  | 2,033                |
| RI                         | 028-029  | 291                  |
| CT                         | 060-069  | 1,228                |
| <b>New England</b>         |          | <b>6.0% 4,463</b>    |
| NY                         | 100-149  | 5,959                |
| NJ                         | 070-089  | 3,482                |
| PA                         | 150-196  | 3,844                |
| <b>Middle Atlantic</b>     |          | <b>17.7% 13,285</b>  |
| OH                         | 430-458  | 3,557                |
| IN                         | 460-479  | 1,645                |
| IL                         | 600-629  | 5,758                |
| MI                         | 480-499  | 2,549                |
| WI                         | 530-549  | 2,407                |
| <b>East North Central</b>  |          | <b>21.2% 15,916</b>  |
| MN                         | 550-567  | 2,166                |
| IA                         | 500-528  | 882                  |
| MO                         | 630-658  | 1,863                |
| ND                         | 580-588  | 159                  |
| SD                         | 570-577  | 162                  |
| NE                         | 680-693  | 435                  |
| KS                         | 660-679  | 696                  |
| <b>West North Central</b>  |          | <b>8.5% 6,363</b>    |
| DE                         | 197-199  | 163                  |
| MD                         | 206-219  | 1,577                |
| DC                         | 200-205  | 259                  |
| VA                         | 220-246  | 1,512                |
| WV                         | 247-268  | 206                  |
| NC                         | 270-289  | 1,763                |
| SC                         | 290-299  | 697                  |
| GA                         | 300-319  | 1,611                |
| FL                         | 320-349  | 3,298                |
| <b>South Atlantic</b>      |          | <b>14.8% 11,086</b>  |
| KY                         | 400-427  | 891                  |
| TN                         | 370-385  | 1,311                |
| AL                         | 350-369  | 604                  |
| MS                         | 386-397  | 276                  |
| <b>East South Central</b>  |          | <b>4.1% 3,082</b>    |
| AR                         | 716-729  | 361                  |
| LA                         | 700-714  | 537                  |
| OK                         | 730-749  | 530                  |
| TX                         | 750-799  | 3,342                |
| <b>West South Central</b>  |          | <b>6.4% 4,770</b>    |
| MT                         | 590-599  | 141                  |
| ID                         | 832-838  | 190                  |
| WY                         | 820-831  | 67                   |
| CO                         | 800-816  | 988                  |
| NM                         | 870-884  | 252                  |
| AZ                         | 850-865  | 898                  |
| UT                         | 840-847  | 486                  |
| NV                         | 889-898  | 304                  |
| <b>Mountain</b>            |          | <b>4.4% 3,326</b>    |
| AK                         | 995-999  | 46                   |
| WA                         | 980-994  | 1,062                |
| OR                         | 970-979  | 824                  |
| CA                         | 900-961  | 7,971                |
| HI                         | 967-968  | 113                  |
| <b>Pacific</b>             |          | <b>13.4% 10,016</b>  |
| <b>United States</b>       |          | <b>96.4% 72,307</b>  |
| <b>U.S. Territories</b>    |          | <b>0.1% 58</b>       |
| <b>Canada</b>              |          | <b>3.5% 2,633</b>    |
| <b>Mexico</b>              |          | —                    |
| <b>Other International</b> |          | —                    |
| <b>APO/FPO</b>             |          | <b>0.0% 2</b>        |
| <b>Unknown</b>             |          | —                    |
| <b>Total</b>               |          | <b>100.0% 75,000</b> |

**Size of List: 75,000**

**Base Price: \$130/M**

### Selections (Additional Cost/M)

|                      |        |
|----------------------|--------|
| Geographic Analysis: |        |
| State/Province/SCF   | \$10/M |
| 5-digit ZIP Code     | \$10/M |
| Acquistition Source  | \$10/M |
| Annual Sales Volume  | \$10/M |
| Business Type        | \$15/M |
| Buying Authority     | \$25/M |
| Canadian Names       | \$10/M |
| Employee Size        | \$10/M |
| Internet Usage       | \$20/M |
| Job Function         | \$15/M |
| One Per Location     | \$10/M |
| Recency              | \$10/M |
| SIC Code             | \$15/M |
| Telephone Numbers    | \$60/M |

### Multi-Channel Pricing

Mailing/E-Mail: \$490/M  
Mailing/Telemarketing: \$215/M  
Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:  
17,221**

**E-List Base Price:  
\$430/M**

- SEE ALSO:**  
**A.F. Lewis Printing and Graphic Communication Industry Database**  
**Converting**  
**DecisionMaker® Manufacturing Marketplace Database**  
**Publishers Weekly**  
**Quick Print Products (Former Subscribers)**

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

# Graphic Arts Monthly

## Business Type

|  |        |
|--|--------|
| Book Printer - Manufacturer              | 1,413  |
| Business Forms Printer                   | 1,333  |
| Carton & Paper Box Printing              | 1,831  |
| Color Separator                          | 536    |
| Dealer/Supplier in the Printing Industry | 234    |
| Envelope Printing & Converting           | 994    |
| Financial, Legal Printer                 | 391    |
| Flexible Packaging Printing              | 950    |
| General Commercial Printer               | 40,205 |
| In-Plants Government                     | 492    |
| In-Plants Schools                        | 640    |
| Lithographic Platemaking                 | 251    |
| Magazine, Periodical Printer             | 207    |
| Newspaper With Pre-Press Only            | 1,147  |
| Non-Daily Newspaper With Pressroom       | 692    |
| Prepress Service Bureau                  | 4,160  |
| Publication Printer                      | 1,102  |
| Publisher With Pre-press Only            | 1,508  |
| Quick Printer                            | 8,248  |
| Screen Printer                           | 2,394  |
| Tag & Ticket Printing                    | 338    |
| Tape, Label & Wrapper Printing           | 1,352  |
| Thermographer                            | 430    |
| Trade Bindery                            | 1,353  |
| Other Specialty Printer                  | 3,486  |
| Other Trade Service                      | 1,498  |

## Employee Size

|             |        |
|-------------|--------|
| Less than 5 | 14,583 |
| 5-9         | 11,923 |
| 10-19       | 13,463 |
| 20-29       | 4,409  |
| 30-49       | 9,132  |
| 50-99       | 8,437  |
| 100 or More | 12,507 |

## Annual Sales Volume

|                           |       |
|---------------------------|-------|
| More than \$20 Million    | 1,792 |
| \$10,000,001-\$20 Million | 1,809 |
| \$3,000,001-\$10 Million  | 3,361 |
| \$1,000,001-\$3 Million   | 3,433 |
| \$500,000-\$1 Million     | 2,114 |
| Less than \$500,000       | 3,520 |

## Buying Authority\*

|                                      |       |
|--------------------------------------|-------|
| Presses, Copiers, Printers           |       |
| Color/B&W Copiers/Printers           | 6,207 |
| Digital Presses                      | 3,137 |
| Docutech Systems                     | 2,179 |
| Sheetfed, 22" to 29" wide            | 3,627 |
| Sheetfed, 30" to 42" wide            | 3,429 |
| Sheetfed, over 42" wide              | 1,212 |
| Sheetfed, up to 21" wide             | 4,121 |
| Web, heatset                         | 1,800 |
| Web, without dryer                   | 1,296 |
| Pre-Press Equipment                  |       |
| Auto Mask/Imposer System             | 1,862 |
| Computer to Plate Systems            | 3,955 |
| Digital Cameras                      | 4,264 |
| Digital Storage Devices              | 3,526 |
| Dry Film Systems                     | 1,514 |
| Electronic Delivery Systems          | 2,133 |
| Image Storage Systems                | 4,637 |
| Imagesetters/Platesetters            | 5,456 |
| Inkjet Printers                      | 4,847 |
| LAN/WAN Systems                      | 2,728 |
| Off-Press Digital Proofing           | 3,557 |
| Scanners (B/W, Color)                | 6,931 |
| Servers (all types)                  | 5,327 |
| Telecommunications Systems (ISDN,T1) | 2,983 |
| Workstations (Text/Design/Layout)    | 6,439 |
| Other Printing Equipment             |       |
| Collators                            | 4,801 |
| Data Management Computer Systems     | 2,972 |
| Folders                              | 6,594 |
| Paper Cutters                        | 6,940 |
| Plastic, Spiral, Wire-Ring Binders   | 3,454 |
| Previously Owned Printing Equipment  | 3,293 |
| Stitchers                            | 5,863 |
| Trimmers                             | 4,202 |

## Internet Usage

|  |        |
|--|--------|
| My Company Buys Via the Internet               | 10,564 |
| My Company Sells Via the Internet              | 8,258  |
| I Buy Via the Internet on Behalf of My Company | 10,259 |

## Job Function

|                       |        |
|-----------------------|--------|
| Advertising & Sales   | 4,673  |
| Business Management   | 48,508 |
| Production Management | 12,698 |
| Production/Operations | 4,220  |

Source: Publisher's own data

\* Multiple Response