

# Home Textiles Today

Home Textiles Today concentrates its coverage on stores that do over \$500,000 in annual sales, accounting for 95% of all industry sales.

- ◆ Home Textiles Today's weekly business newspaper reaches manufacturers and senior retail managers from channels such as:
  - ◆ Mass Merchants
  - ◆ Catalog/Mail Order
  - ◆ Department Stores
  - ◆ Fabric Stores
  - ◆ Specialty Stores
  - ◆ Home Centers

Use Home Textiles Today's list and you will be sure to reach the industry executives with buying power for products and services related to the home textiles industry.

Home Textiles Today is updated quarterly. Contact a DM2 Account Executive for up-to-the-minute counts.



Size of List: **6,602**

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
Employee Size	\$10/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

## Multi-Channel Pricing

Mailing/Telemarketing: **\$215/M**

**SEE ALSO:**  
 Casual Living  
 Furniture/Today  
 Home Accents 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.

### GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	38
NH	030-038	32
VT	050-059	19
MA	010-027	233
RI	028-029	37
CT	060-069	114
<b>New England</b>		<b>7.2%</b> <b>473</b>
NY	100-149	1,114
NJ	070-089	404
PA	150-196	229
<b>Middle Atlantic</b>		<b>26.5%</b> <b>1,747</b>
OH	430-458	173
IN	460-479	67
IL	600-629	265
MI	480-499	137
WI	530-549	110
<b>East North Central</b>		<b>11.4%</b> <b>752</b>
MN	550-567	100
IA	500-528	46
MO	630-658	76
ND	580-588	7
SD	570-577	11
NE	680-693	31
KS	660-679	49
<b>West North Central</b>		<b>4.8%</b> <b>320</b>
DE	197-199	22
MD	206-219	72
DC	200-205	12
VA	220-246	135
WV	247-268	13
NC	270-289	340
SC	290-299	258
GA	300-319	191
FL	320-349	270
<b>South Atlantic</b>		<b>19.9%</b> <b>1,313</b>
KY	400-427	67
TN	370-385	59
AL	350-369	82
MS	386-397	40
<b>East South Central</b>		<b>3.8%</b> <b>248</b>
AR	716-729	59
LA	700-714	50
OK	730-749	41
TX	750-799	281
<b>West South Central</b>		<b>6.5%</b> <b>431</b>
MT	590-599	17
ID	832-838	23
WY	820-831	9
CO	800-816	42
NM	870-884	14
AZ	850-865	44
UT	840-847	29
NV	889-898	17
<b>Mountain</b>		<b>3.0%</b> <b>195</b>
AK	995-999	16
WA	980-994	85
OR	970-979	61
CA	900-961	588
HI	967-968	24
<b>Pacific</b>		<b>11.7%</b> <b>774</b>
<b>United States</b>		<b>94.7%</b> <b>6,253</b>
<b>U.S. Territories</b>		<b>0.0%</b> <b>3</b>
<b>Canada</b>		<b>2.8%</b> <b>185</b>
<b>Mexico</b>		<b>0.2%</b> <b>16</b>
<b>Other International</b>		<b>2.2%</b> <b>145</b>
<b>APO/FPO</b>		—
<b>Unknown</b>		—
<b>Total</b>		<b>100.0%</b> <b>6,602</b>

## Business Type

Catalogs/Mail Order	150
Department Store	511
Fabric Store	152
General Merchandise/Variety Stores	145
Gift Shop	145
Home Center	110
Independent Bed/Bath/Linens	1,455
Jobber/Wholesaler	190
Mass Merchant/Discount Department Store	170
Manufacturers Representatives	280
Manufacturer Home Textiles	1,305
National Chains (i.e. Sears)	91
Specialty Store Bed/Bath/Linens	321

## Title

Assistant Buyer	42
Buyer	668
CEO	219
D.M.M.	84
G.M.M.	182
Owner	1,994
President	875
Sales Manager	269
Salesperson	173
Store Manager	330
Vice President	698

## Employee Size

Less than 20	2,421
20-49	493
50-99	288
100-249	292
250-499	186
500-999	144
1,000 or More	129

## Sales Volume

Less Than \$1 Million	1,635
\$1 Million-\$9 Million	860
\$10 Million-\$49 Million	275
\$50 Million-\$249 Million	203
\$250 Million-\$1 Billion	141
More Than \$1 Billion	165

Source: Publisher's own data

\* Multiple Response