

Industrial Paint & Powder

Direct your sales message to the industrial establishments that apply and manufacture paints and/or powder coatings for the original equipment manufacturing (OEM) markets with a direct marketing list from *Industrial Paint & Powder*.

- ◆ Reach over 36,000 corporate, production, engineering and other technical professionals who share in purchases made for materials and equipment used to improve the performance and application of OEM product coatings.
- ◆ Use an *Industrial Paint & Powder* list for promoting products such as:
 - ◆ Material Handling Equipment
 - ◆ Color, Thickness, Other Test & Measurement Equipment
 - ◆ Paints/Coatings
 - ◆ Bindery Services
 - ◆ Safety Equipment
 - ◆ Spray Booths



A BNP Media Publication

Industrial Paint & Powder is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 36,030

Base Price: \$125/M

Multi-Channel Pricing

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

**Size of E-List:
10,043**

**E-List Base Price:
\$425/M**

Selections (Additional Cost/M)

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

SEE ALSO:

- Adhesives & Sealants Industry
- Appliance Manufacturer
- EDN
- Engineered Systems
- Industrial Maintenance & Plant Operation
- Industrial Product Bulletin
- Industrial Safety & Hygiene News
- MSI
- Paint & Coatings Industry
- Pharmaceutical Processing
- Plant Engineering
- Pollution Engineering
- Powder/Bulk Solids
- Quality

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	101
NH	030-038	202
VT	050-059	59
MA	010-027	803
RI	028-029	177
CT	060-069	554
New England		5.3% 1,896
NY	100-149	1,463
NJ	070-089	1,110
PA	150-196	2,262
Middle Atlantic		13.4% 4,835
OH	430-458	2,762
IN	460-479	1,450
IL	600-629	2,599
MI	480-499	2,212
WI	530-549	1,404
East North Central		28.9% 10,427
MN	550-567	954
IA	500-528	554
MO	630-658	936
ND	580-588	72
SD	570-577	102
NE	680-693	285
KS	660-679	365
West North Central		9.1% 3,268
DE	197-199	127
MD	206-219	413
DC	200-205	17
VA	220-246	567
WV	247-268	146
NC	270-289	998
SC	290-299	471
GA	300-319	849
FL	320-349	1,262
South Atlantic		13.5% 4,850
KY	400-427	574
TN	370-385	733
AL	350-369	423
MS	386-397	228
East South Central		5.4% 1,958
AR	716-729	267
LA	700-714	309
OK	730-749	381
TX	750-799	1,891
West South Central		7.9% 2,848
MT	590-599	85
ID	832-838	118
WY	820-831	34
CO	800-816	332
NM	870-884	106
AZ	850-865	376
UT	840-847	233
NV	889-898	135
Mountain		3.9% 1,419
AK	995-999	11
WA	980-994	526
OR	970-979	375
CA	900-961	3,258
HI	967-968	25
Pacific		11.6% 4,195
United States	99.1%	35,696
U.S. Territories	0.1%	28
Canada	0.8%	306
Mexico	—	—
Other International	—	—
APO/FPO	—	—
Unknown	—	—
Total	100.0%	36,030

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<u>Business Type</u>	<u>Job Function</u>	<u>Employee Size</u>		
Consultant to Paint and Coatings Industry	632 Company Administration	10,960	Less than 20	6,586
	Engineering	7,097	20-49	3,154
Maker of Paint and/or Coatings Coatings	7,319 Production	7,180	50-99	2,337
	Purchasing	1,504	100-249	2,900
User of Paint and/or Coatings	28,079 Quality Control	1,414	250-499	1,548
	Research & Development	4,739	500-999	887
	Sales/Marketing	2,776	1,000 or More	648

SIC Business Type

<u>Manufacturing:</u>	<u>Buying Authority*</u>	<u>Sales Volume</u>	
20 Food & Kindred Products	370		
22 Textile Mill Products	147	Coil Coating Equipment	3,182
24 Lumber & Wood Products	441	Color/Thickness Other Test & Measurement Equipment	12,930
25 Furniture & Fixtures	906	Conventional	10,644
26 Paper & Allied Products	324	Curing/Baking Equipment	11,188
27 Printing & Publishing	239	High Solids	9,962
28 Chemicals & Allied Products	4,556	Liquid Spray Equipment	11,598
29 Petroleum & Coal Products	132	Material Handling Equipment	13,136
30 Rubber & Miscellaneous Plastics	828	Paint Manufacturing Equipment/Systems	7,201
32 Stone, Clay & Glass Products	356	Paint/Coatings	19,634
33 Primary Metals	597	Pollution Control/Minimization Equipment	9,079
34 Fabricated Metal Products	4,172	Powder	13,700
35 Industrial Machinery & Equipment	3,613	Powder Coating Equipment	12,378
36 Electronic & Other Electric Equipment	1,919	Pretreatment Chemicals/Equipment	9,345
37 Transportation Equipment	2,115	Pumps/Filters/etc.	12,091
38 Instrumentation	1,094	Radiation Curing	3,703
39 Miscellaneous Manufacturing	686	Radiation-Cure	4,862
		Raw Materials/Resins/Pigments/Solvents	10,278
Non-Manufacturing:		Safety Equipment	12,708
49 Electric, Gas and Sanitary	208	Spray Booths	11,900
50-51 Wholesale Trade	1,109	Tapes & Maskants	10,516
87 Engineering/Research & Development/Management Firms	653	Turnkey Finishing Systems	6,859
		Two-Component	9,773
		Waterborne	10,470

Source: Publisher's own data

* Multiple Response