

Industrial Safety & Hygiene News

GEOGRAPHIC ANALYSIS

Industrial Safety & Hygiene News (ISHN) is a business-to-business monthly magazine serving key safety, health and hygiene buying influencers at manufacturing facilities of all sizes.

- ◆ Reach over 73,000 decision-makers responsible for job-related safety, hygiene, health and environmental issues in manufacturing.
- ◆ Use an *ISHN* list for promoting products such as:
 - ◆ Consulting Services
 - ◆ Industrial Hygiene
 - ◆ Ergonomics
 - ◆ Safety Software
 - ◆ First Aid/Health/Medical Products
 - ◆ And More!



bnp media A BNP Media Publication

Industrial Safety & Hygiene News is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 73,067

Base Price: \$135/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
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$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:
16,143**

**E-List Base Price:
\$435/M**

SEE ALSO:

- Assembly
- Ceramic Industry
- Engineered Systems
- Environmental Design + Construction
- Food Engineering
- Industrial Heating
- Industrial Maintenance & Plant Operation
- Industrial Paint & Powder
- Industrial Product Bulletin
- Paint & Coatings Industry
- PM Engineer
- Pollution Engineering
- Prepared Foods
- Process Cooling & Equipment (Former Subscribers)
- Process Heating
- Quality
- SNIPS
- Stone World

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

State	ZIP Code	Individuals
ME	039-049	417
NH	030-038	515
VT	050-059	177
MA	010-027	1,870
RI	028-029	347
CT	060-069	1,363
New England		6.4% 4,689
NY	100-149	3,699
NJ	070-089	2,164
PA	150-196	4,672
Middle Atlantic		14.4% 10,535
OH	430-458	6,287
IN	460-479	2,372
IL	600-629	4,422
MI	480-499	3,049
WI	530-549	2,637
East North Central		25.7% 18,767
MN	550-567	1,616
IA	500-528	1,171
MO	630-658	1,699
ND	580-588	201
SD	570-577	241
NE	680-693	656
KS	660-679	876
West North Central		8.8% 6,460
DE	197-199	277
MD	206-219	1,079
DC	200-205	129
VA	220-246	1,507
WV	247-268	511
NC	270-289	2,279
SC	290-299	1,125
GA	300-319	1,634
FL	320-349	2,169
South Atlantic		14.7% 10,710
KY	400-427	1,149
TN	370-385	1,596
AL	350-369	1,112
MS	386-397	517
East South Central		6.0% 4,374
AR	716-729	681
LA	700-714	862
OK	730-749	876
TX	750-799	4,162
West South Central		9.0% 6,581
MT	590-599	281
ID	832-838	307
WY	820-831	139
CO	800-816	808
NM	870-884	278
AZ	850-865	674
UT	840-847	471
NV	889-898	281
Mountain		4.4% 3,239
AK	995-999	112
WA	980-994	1,038
OR	970-979	676
CA	900-961	5,324
HI	967-968	138
Pacific		10.0% 7,288
United States		99.4% 72,643
U.S. Territories		0.1% 92
Canada		0.4% 310
Mexico		—
Other International		0.0% 8
APO/FPO		0.0% 14
Unknown		—
Total		100.0% 73,067

Industrial Safety & Hygiene News

<u>Business Type</u>		<u>Job Function</u>	
Chemical Manufacturing	6,019	Engineering	7,091
Computer & Electronic Product		Environmental	2,816
Manufacturing	2,111	Executive Management/Administration	18,128
Construction	6,470	Fire Protection	1,069
Education Services	906	Industrial Hygiene	2,596
Electrical/Appliance Component		Occupational Health/First Aid	2,690
Manufacturing	3,164	Production/Operations	209
Fabricated Metal Product		Purchasing	3,031
Manufacturing	8,418	Safety	21,105
Food/Beverage Manufacturing	5,161	Security	1,217
Health Care & Social Assistance	3,728		
Machinery Manufacturing	5,085	<u>Buying Authority*</u>	
Mining	604		
Paper Manufacturing	1,478	Consulting Services	208
Petroleum & Coal Product		Environmental Compliance	31,332
Manufacturing	1,200	Ergonomics	29,696
Plastic & Rubber Products		Fire Protection	36,841
Manufacturing	3,278	First Aid/Health/Medical Products	36,890
Primary Metal Manufacturing	4,275	Hazardous Materials Storage/Clean Up	308
Printing/Information	1,157	Industrial Hygiene	35,807
Professional/Scientific/Technical		Industrial Hygiene Instrument/	
Services	3,094	Monitors	28,134
Public Administration	2,552	Machine/Operations Safety Products	36,128
Textile Mills/Apparel Manufacturing	2,338	Occupational Health	36,768
Transportation & Warehousing	1,772	Personal Protective Equipment	47,190
Transportation Equipment		Safety	50,881
Manufacturing	4,078	Safety Incentives	25,933
Utilities/Waste Management	2,253	Safety Software	25,729
Wholesale Trade	1,384	Safety Training	37,742
Wood/Furniture Product			
Manufacturing	2,505	<u>Sales Volume</u>	
		Less than \$1 Million	7,067
		\$1 Million-\$9 Million	10,071
Less than 50	26,952	\$10 Million-\$49 Million	6,019
50-99	10,889	\$50 Million-\$249 Million	2,877
100-249	14,667	\$250 Million-\$1 Billion	772
250-499	8,998	More than \$1 Billion	507
500-999	6,095		
1,000 or More	6,683		

Source: Publisher's own data

* Multiple Response