Instrumentation & Automation News

Direct your sales message to the largest audience in the instrumentation and control market with a controlled circulation list from Instrumentation & Automation News.

- Reach the design engineers, systems integrators, quality control engineers, production engineers, company and operations managers — all responsible for industrial and process control at both OEM and end-user companies.
- The Instrumentation & Automation News list identifies the primary buying and specifying influences located in manufacturing facilities across several key markets.
- This list is useful for promoting products including:
 - Sensing Instruments & Sensors
 - Test and Calibration Equipment
 - Relays, Switches, Timers
 - Software
 - Motors and Motor Controls
 - Programmable Controllers



- Wire, Cable, & Accessories
- And More!

Instrumentation & Automation News is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts. Size of List: **91,030**

Selections (Additional cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business/Industry	\$15/M
Buying Authority	\$25/M
Dollar Volume of Products	
Specified	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
Recency	\$10/M
Primary End Product	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

Base Price: \$130/M

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

> Size of E-List: 33,673

E-List Base Price: \$430/M

SEE ALSO:

Control Engineering

DecisionMaker® Engineering Marketplace Database

DecisionMaker® Manufacturing Marketplace Database

Design News

EDN

Electronic Business

Industrial Product Bulletin

Modern Materials Handling

Plant Engineering

Product Design & Development Security Distributing & Marketing

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		380
NH	030-038		704
VT	050-059		220
MA	010-027		2,984
RI	028-029		362
CT _	060-069		1,852
New Engla		7.1%	6,502
NY	100-149		4,141
NJ	070-089		3,232
PA Middle Atla	150-196	14.1%	5,493
		14.1%	12,866
OH IN	430-458 460-479		6,434
IL	600-629		2,826 6,275
MI	480-499		4,287
WI	530-549		3,672
East North		25.8%	23,494
MN	550-567		2,873
IA	500-528		1,227
MO	630-658		1,782
ND	580-588		190
SD	570-577		249
NE	680-693		657
KS	660-679		886
West North		8.6%	7,864
DE	197-199		365
MD DC	206-219		1,190
VA	200-205 220-246		45
WV	247-268		1,666 468
NC	270-289		2,675
SC	290-299		1,497
ĞA	300-319		2,054
FL	320-349		2,307
South Atla	ntic	13.5%	12,267
KY	400-427		1,192
TN	370-385		1,892
AL	350-369		1,254
MS East South	386-397	5.4%	537 4,875
		3.470	
AR	716-729		780
LA	700-714		891
OK TX	730-749 750-799		805 5,770
West South		9.1%	8,246
		7+1 /0	
MT ID	590-599 832-838		151
WY	820-831		399 113
CO	800-816		1,063
NM	870-884		322
AZ	850-865		949
UT	840-847		789
NV	889-898		268
Movntain		4.5%	4,054
AK	995-999		51
WA	980-994		1,434
OR CA	970-979		955
LA HI	900-961 967-968		8,288 61
Pacific	307-300	11.9%	10,789
United Stat	tes	99.9%	90,957
U.S. Territo		0.1%	70,737
Canada		_	_
Mexico		_	_
Other Inter	'national	_	_

0.0%

100.0%

91,030

APO/FPO

Unknown

Total

Instrumentation & Automation News SIC Business Type Buying A



SIC Business Type		Buying Authority*		Job Function	
Manufacturing		Analytical Instruments	49,131	Control and/or Instrument Engineering	6,383
20 Food & Kindred Products	7,085	Computers	55,413	Evaluation-Quality Control,	
22 Textile Mill Products	540	Connectors, Wire & Cable	58,940	Standards, Reliability	5,372
23 Apparel & Other Textile Products	172	Control Panels, Alarms & Annuciators	53,552	General or Corporate Management	11,065
24 Lumber & Wood Products	558	Control Systems	57,765	Operation or Maintenance	3,673
25 Furniture & Fixtures	395	Controllers & Regulators	61,968	Product Design Engineering	
26 Paper & Allied Products	3,392	Data Acquisition Equipment	51,709	Including Applied Research &	
27 Printing & Publishing	741	Discrete Sensors	49,129	Development	18,546
28 Chemicals & Allied Products	9,379	Embedded Systems	28,438	Production Engineering-Process or	
29 Petroleum & Coal Products	767	Enclosures	53,998	Manufacturing	21,935
30 Rubber & Miscellaneous Plastics		Human Machine Interface Equipment	47,911	Systems Design Engineering	
Products	3,968	I/O Product & Systems	45,701	Including Applied Research &	
32 Stone, Clay & Glass Products	1,225	Motion Control Systems	46,470	Development	15,127
33 Primary Metal Industries	3,576	Motors & Drivers	57,215	Systems Integrator/Consultant	2,265
34 Fabricated Metal Products	3,787	Power Systems & Supplies	56,357	Other Engineering	6,488
35 Industrial Machinery & Equipment	23,451	Process, Sensors & Transmitters	55,803		
36 Electronic & Other Electric	9,397	Programmable Logic Controllers	53,695	Primary End Product	
37 Transportation Equipment	3,396	Recorders & Plotters	45,329		
38 Instruments & Related Products	7,141	Relays, Switches, & Timers	57,885	Aircraft & Aerospace	1,976
39 Miscellaneous Manufacturing	569	Software	54,379	Chemical	5,413
		Test & Calibration Equipment	63,171	Computers & Communication	
Non-Manufacturing		Valves, Actuators & Positioners	57,395	Equipment	3,272
13 Oil & Gas Extraction	167	Vision Systems	33,022	Construction Services	676
15 General Building Contractors	69			Electronic Components	4,430
17 Special Trade Contractors	435	Employee Size		Engine, Turbine, Mechanical/Electrical	
48 Communications	71			Products	4,226
49 Electric, Gas & Sanitary Services	1,089	Less than 10	9,059	Engineering, Systems Integration,	
50 Wholesale Trade-Durable Goods		10-19	5,230	Architecture	3,892
73 Business Services	766	20-49	8,730	Fabricated Metals	3,569
82 Educational Services	138	50-99	9,074	Food & Beverage	7,976
87 Engineering & Management		100-249	20,350	Government/Military	854
Services	4,624	250-499	14,003	Industrial, Commercial, Agriculture	18,285
96 Administration of Economic		500-999	10,598	Information/Data Processing/Software	
Programs	169	1,000-2,499	8,490	Services	314
97 National Security & International		2,500 or More	5,483	Instrumentation, Measurement/Control	
Affairs	173	Delley Volume of		Systems	5,836
Dusinoss/Industry		Dollar Volume of		Medical Equipment & Instruments	2,265
Business/Industry		Products Specified		Mining	390
Aircraft Cuided Miceile C		Loca than #10 000	1 7 - 1	Motor Vehicles & Components	2,267
Aircraft, Guided Missile &	470	Less than \$10,000	1,751	Petroleum, Refining	1,183
Ordnance Manufacturing	470	\$10,000-\$39,999	2,398	Pharmaceutical	3,211
Instrumentation & Control	1 227	\$40,000-\$74,999	2,065	Plastics & Rubber	5,284
Equipment Manufacturing	1,337		1,614	Primary Metals	4,032
Manufacturing of Machinery &		\$100,000-\$249,999	4,279	Pulp & Paper	3,715
Equipment for Manufacturing &	0 425	\$250,000-\$499,999	2,526	Scientific & Research Services	871
Service Industry	8,425	•	2,566	Utilities Other Fleetrenic Products 9 Favinment	1,201
Raw Materials Processing	7 701	\$1,000,000 or More	6,369	Other Electronic Products & Equipment	2,028
Industries	7,701			Other Manufacturing & Processes Other Transportation Equipment	2,264
				Other Transportation Equipment	1 442
				Manufacturer	1,442

Source: Publisher's own data
* Multiple Response