

Interior Design

GEOGRAPHIC ANALYSIS

A direct marketing list from *Interior Design* reaches over 40,000 buyers and specifiers concerned with the planning, design, specification and/or purchase of contract/commercial and residential interior furnishings and products.

- ◆ Target professionals at:
 - ◆ Interior & Industrial Design Firms
 - ◆ Architectural Firms
 - ◆ Corporate Locations
 - ◆ Retail Establishments

Professional interior designers wield enormous purchasing power by influencing, recommending and buying interior furnishings.

Interior Design is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



State	ZIP Code	Individuals
ME	039-049	82
NH	030-038	115
VT	050-059	67
MA	010-027	1,097
RI	028-029	179
CT	060-069	634
New England		5.3% 2,174
NY	100-149	4,951
NJ	070-089	1,318
PA	150-196	1,331
Middle Atlantic		18.7% 7,600
OH	430-458	1,062
IN	460-479	461
IL	600-629	2,210
MI	480-499	1,082
WI	530-549	533
East North Central		13.2% 5,348
MN	550-567	536
IA	500-528	219
MO	630-658	518
ND	580-588	41
SD	570-577	30
NE	680-693	155
KS	660-679	257
West North Central		4.3% 1,756
DE	197-199	82
MD	206-219	747
DC	200-205	349
VA	220-246	820
WV	247-268	62
NC	270-289	778
SC	290-299	256
GA	300-319	1,026
FL	320-349	2,535
South Atlantic		16.4% 6,655
KY	400-427	296
TN	370-385	401
AL	350-369	316
MS	386-397	163
East South Central		2.9% 1,176
AR	716-729	125
LA	700-714	310
OK	730-749	218
TX	750-799	2,145
West South Central		6.9% 2,798
MT	590-599	65
ID	832-838	101
WY	820-831	31
CO	800-816	736
NM	870-884	145
AZ	850-865	742
UT	840-847	233
NV	889-898	287
Mountain		5.8% 2,340
AK	995-999	41
WA	980-994	848
OR	970-979	368
CA	900-961	7,206
HI	967-968	194
Pacific		21.3% 8,657
United States		94.7% 38,504
U.S. Territories		0.5% 216
Canada		2.5% 999
Mexico		0.1% 30
Other International		2.2% 914
APO/FPO		—
Unknown		—
Total		100.0% 40,663

Size of List: 40,663*

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
Canadian Names	\$10/M
Employee Size	\$10/M
Job Title	\$15/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M

Multi-Channel Pricing

Mailing/Telemarketing: \$215/M

SEE ALSO:

- Architectural Specifier (Former Subscribers)**
- Building Design & Construction**
- Casual Living**
- DecisionMaker® Building/Construction Marketplace Database**
- Furniture/Today**
- Home Accents Today**
- Home Textiles Today**
- Professional Builder**
- Professional Remodeler**
- Reed Construction Data – Architecture Firm Database**

*All counts may not be available at this time.
Contact a DM2 Account Executive for up-to-the-minute counts

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

Business Type

Interior Design Firm	15,607
Industrial Design Firm	542
Architectural Firm	4,186
Students/Educational Institutions/ Libraries	4,269
Corporate: Service/Manufacturing/ Government/Wholesale	3,770
Office Furniture Dealer/Retailer	1,721

Job Title

Interior Designer	19,318
Industrial Designer	310
Corporate Manager	3,366
Architect	2,702
Facility Manager	522

Employee Size

Less than 20	9,010
20-49	1,428
50-99	747
100-249	632
250-499	252
500-999	164
1,000 or More	153

Sales Volume

Less than \$1 Million	6,967
\$1 Million-\$9 Million	2,761
\$10 Million-\$49 Million	785
\$50 Million-\$249 Million	312
\$250 Million-\$1 Billion	113
More than \$1 Billion	96

Source: Publisher's own data

* Multiple Response