

DecisionMaker® International Marketplace Database



GEOGRAPHIC ANALYSIS

Country	Individuals	
Belgium	4,216	
Denmark	2,239	
England	33,554	
Finland	2,065	
Germany	14,678	
Ireland	2,620	
Netherlands	4,932	
Norway	2,136	
Poland	1,331	
Russia	1,759	
Scotland	1,936	
Sweden	3,808	
Other Countries	2,031	
Northern Europe/Atlantic Islands	34.4%	77,305
Austria	2,905	
Czech Republic	1,060	
France	14,347	
Greece	1,804	
Hungary	1,096	
Italy	8,380	
Portugal	1,731	
Spain	6,095	
Switzerland	5,191	
Other Countries	3,789	
Southern Europe	20.6%	46,398
Israel	2,642	
Saudi Arabia	921	
Turkey	1,793	
United Arab Emerites	815	
Other Countries	2,666	
Middle East	3.9%	8,837
Egypt	968	
South Africa	2,950	
Other Countries	4,272	
Africa	3.6%	8,190
Argentina	1,772	
Brazil	4,330	
Chile	1,288	
Other Countries	4,760	
South & Central America	5.4%	12,150
Caribbean Islands	1.7%	3,889
Australia	8,855	
New Zealand	2,413	
Other Countries	431	
Australia/New Zealand	5.2%	11,699
China (Peoples Republic of)	4,032	
Hong Kong	3,469	
India	5,343	
Indonesia	2,234	
Korea	12,127	
Malaysia	2,634	
Pakistan	3,550	
Phillippeans	1,030	
Ryuku Island	2,221	
Singapore	5,185	
Taiwan	3,415	
Thailand	2,550	
Other Countries	1,356	
Asia/Pacific Islands	21.8%	49,146
Mexico DF	1,996	
Other Countries	3,636	
Mexico	2.5%	5,632
International	99.2%	223,246
Unknown	0.8%	1,756
Total	100.0%	225,002

Reach over 225,000 new prospects on an International level with the DecisionMaker® International Marketplace Database.

- ◆ These professionals have job functions such as:
 - ◆ Corporate Management
 - ◆ Middle Management
 - ◆ IS/MIS/IT
 - ◆ Sales & Marketing
 - ◆ Finance
- ◆ Who work in industries such as:
 - ◆ Manufacturing
 - ◆ Construction
 - ◆ Hotels/Motels/Resorts
 - ◆ Wholesaler/Retailer/Distributor
 - ◆ Finance/Insurance/Real Estate
 - ◆ And More!

DM2 DecisionMaker® Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker® Databases are unique to DM2 and updated every other month. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: Comprised primarily of controlled subscription files, and also includes business directory and database listings and trade show attendee files.

Size of List: 225,002
Base Price: \$250/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
Internet Usage	\$20/M
Job Function	\$15/M
PC User/CD-ROM Access/	
Internet Access	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Title	\$15/M

SEE ALSO:
DecisionMaker® Management Marketplace Database
DecisionMaker® Manufacturing Marketplace Database
Executives - Major Corporations & Subsidiaries
Executives - Major Corporations & Subsidiaries International

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

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<u>Job Function</u>	<u>Title</u>	<u>PC User/CD-ROM Access/ Internet Access</u>
Attorneys	11,485 Administrator	831 PC at Home 97
Consulting	2,035 Analyst	298 PC at Work 1,470
Corporate Management	93,754 Assistant	134 CD-ROM Access 209
Design Engineering	5,914 Chairman	6,389 Internet Access 3,859
Educator	827 Chemist/Scientist	427
Engineering	12,789 Chief Executive	8,104
Finance	7,408 Consultant	563
Foodservice	1,272 Controller	802
IS/MIS/IT	15,180 Coordinator	209
Manufacturing & Production	5,011 Director	60,110
Middle Management	166,945 Educators	600
Operations	29,482 Engineer	5,199
Owner	5,722 Leader	281
Physician	836 Manager/Head	64,001
Purchasing	2,400 Officer	371
Quality Control/Quality Assurance	1,363 Owner	3,257
Research & Development Laboratory	6,386 Partner	574
Sales & Marketing	23,801 Physician/Doctor	818
	President	10,181
	Proprietor/Principal	1,201
	Representative/Sales	536
Communications	11,246 Secretary/Treasurer	1,535
Computers	1,714 Specialist	205
Construction	1,849 Supervisor	161
Consulting	2,899 Technologist/Technicians	160
Education	1,371 Vice President	8,499
Engineering Firms	2,012 VP & Chief Officer	166
Entertainment/Media	1,825	
Finance/Insurance/Real Estate	9,253	
Financial Institution	7,711	
Government/Military	1,162	
Hotels/Motels/Resorts	56,384	
Legal	11,108	
Manufacturing	57,541	
Medical/Healthcare	1,498	
Research & Development Laboratories	7,856	
Retail Trade	1,675	
Services	6,523	
Transportation	2,807	
Utilities	1,786	
Wholesaler/Retailer/Distributor	6,380	

<u>Business Type</u>	<u>Employee Size</u>
Less than 20	26,842
20-49	8,276
50-99	7,388
100-249	7,405
250-499	5,231
500-999	7,063
More than 1,000	46,285

<u>Sales Volume</u>	
Less than \$1 Million	1,303
\$1 Million-\$9 Million	1,406
\$10 Million-\$49 Million	1,998
\$50 Million-\$249 Million	3,446
\$250 Million-\$1 Billion	3,315
More than \$1 Billion	5,396

Source: Publisher's own data

* Multiple Response