

Laboratory Equipment

GEOGRAPHIC ANALYSIS

A controlled circulation list from *Laboratory Equipment* will put you in touch with professionals in the industrial research and development market.

- ◆ *Laboratory Equipment* serves industrial government, university and college, independent, consulting and other laboratories.
- ◆ Reach an audience of over 95,000 research professionals including:
 - ◆ Laboratory Managers
 - ◆ Quality Control Managers
 - ◆ Research & Development Managers
 - ◆ Medical Technicians
 - ◆ Pathologists
 - ◆ Technical Directors
 - ◆ Professors
 - ◆ Scientists
 - ◆ Chemists
 - ◆ Engineers
 - ◆ And More!



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

Size of List: 95,048

Base Price: \$140/M

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Area of Work	\$15/M
Business Type	\$15/M
Canadian Names	\$10/M
Equipment Used	\$15/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

Multi-Channel Pricing

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

Size of E-List:

37,634

E-List Base Price:

\$440/M

State	ZIP Code	Individuals
ME	039-049	401
NH	030-038	589
VT	050-059	192
MA	010-027	4,183
RI	028-029	362
CT	060-069	2,027
New England		8.2% 7,754
NY	100-149	5,601
NJ	070-089	5,620
PA	150-196	5,498
Middle Atlantic		17.6% 16,719
OH	430-458	4,584
IN	460-479	2,116
IL	600-629	5,434
MI	480-499	3,028
WI	530-549	2,286
East North Central		18.4% 17,448
MN	550-567	1,922
IA	500-528	997
MO	630-658	1,928
ND	580-588	246
SD	570-577	254
NE	680-693	692
KS	660-679	851
West North Central		7.2% 6,890
DE	197-199	577
MD	206-219	2,341
DC	200-205	291
VA	220-246	1,623
WV	247-268	485
NC	270-289	2,637
SC	290-299	1,081
GA	300-319	1,782
FL	320-349	2,901
South Atlantic		14.4% 13,718
KY	400-427	819
TN	370-385	1,463
AL	350-369	1,029
MS	386-397	499
East South Central		4.0% 3,810
AR	716-729	551
LA	700-714	987
OK	730-749	778
TX	750-799	5,194
West South Central		7.9% 7,510
MT	590-599	232
ID	832-838	393
WY	820-831	141
CO	800-816	1,194
NM	870-884	437
AZ	850-865	958
UT	840-847	741
NV	889-898	286
Mountain		4.6% 4,382
AK	995-999	90
WA	980-994	1,353
OR	970-979	841
CA	900-961	11,377
HI	967-968	148
Pacific		14.5% 13,809
United States		96.8% 92,040
U.S. Territories		0.1% 110
Canada		0.6% 559
Mexico		0.1% 71
Other International		2.4% 2,261
APO/FPO		0.0% 7
Unknown		—
Total		100.0% 95,048

SEE ALSO:

- Bioscience Technology**
- DecisionMaker® Research/Laboratory Marketplace Database**
- Lasers & Optronics (Former Subscribers)**
- Pharmaceutical Laboratory (Former Subscribers)**
- Pharmaceutical Processing**
- Research & Development**
- Scientific Computing & Instrumentation**

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

Laboratory Equipment

<u>Business Type</u>	<u>Equipment Used ‡</u>	<u>Area of Work</u>
Consulting	3,872 AA	Aerospace 2,848
Government	6,297 Chromatography	Automotive 2,936
Hospital or Medical Center	7,085 Combinatorial Chemistry	Biological Sciences 12,859
Independent Lab	6,956 Data Acquisition	Chemicals 15,221
Industry	62,219 Electrochemical	Computer Science 5,499
University or College	8,612 Filtration Systems	Design Engineering 8,996
	FT-IR	Electrical/Electric 8,924
	Gases/Gas Generators	Energy 4,091
	GC	Environmental Sciences 7,681
	GCMS	Foods 5,463
	Genomics	Forensics 2,146
	High Throughput Screening	Genetic Technology 4,226
	ICP	Geology/Oceanography 277
	Image Analyzers	Material Sciences 7,708
	Informatics	Medical Sciences 8,924
	LC	Metallurgy 4,589
	LCMS	Nuclear 361
	LIMS	Paints/Coatings 3,376
	MASS	Paper/Pulp 2,447
	Micorscopes (optical)	Pathology 2,542
	Microscopes	Petroleum 3,448
	Microscopes (electron)	Pharmaceuticals 9,526
	Particle Analyzers	Physical Sciences 5,822
	Proteomics	Plastics 6,857
	Sample Preparation	Printing 560
	Spectroscopy	Rubber 3,142
	UV-VIS	Semiconductor 2,842
	Vacuum Equipment	Textiles 1,823
	Water Purification	
	Other Chromatography	
	Other Spectroscopy	

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.