

Lasers & Optronics

(Former Subscribers)

GEOGRAPHIC ANALYSIS

Target a North American audience of over 36,000 engineers and scientists, many of whom are involved in research and development and design with a direct marketing list from *Lasers & Optronics*.

- ◆ Effective coverage of core and emerging markets include:
 - ◆ Industrial Research & Development
 - ◆ Heavy Manufacturing
 - ◆ Biomedical
 - ◆ Electronics OEM
 - ◆ Semiconductors
 - ◆ Fiberoptics
 - ◆ Metalworking
 - ◆ Machine Vision



Reach a broad range of engineers and scientists who buy and specify lasers, optic and electro-optic technology, imaging and positioning equipment and systems and are looking for solutions to technical problems.

Lasers & Optronics is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 36,703

Base Price: \$125/M

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Employee Size	\$10/M
One Per Location	\$10/M
Purchasing Influence	\$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:
31,012**

**E-List Base Price:
\$425/M**

SEE ALSO:

CED

DecisionMaker® Research/Laboratory Marketplace Database

Electronic Business

Fiberoptic Product News

Laboratory Equipment

Research & Development

Scientific Computing & Instrumentation

Wireless Design & Development

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	76
NH	030-038	346
VT	050-059	72
MA	010-027	2,026
RI	028-029	171
CT	060-069	805
New England		9.5% 3,496
NY	100-149	2,547
NJ	070-089	1,781
PA	150-196	1,823
Middle Atlantic		16.8% 6,151
OH	430-458	1,544
IN	460-479	665
IL	600-629	1,852
MI	480-499	1,153
WI	530-549	685
East North Central		16.1% 5,899
MN	550-567	863
IA	500-528	276
MO	630-658	557
ND	580-588	40
SD	570-577	54
NE	680-693	182
KS	660-679	238
West North Central		6.0% 2,210
DE	197-199	125
MD	206-219	1,059
DC	200-205	184
VA	220-246	856
WV	247-268	98
NC	270-289	697
SC	290-299	272
GA	300-319	654
FL	320-349	1,429
South Atlantic		14.6% 5,374
KY	400-427	218
TN	370-385	446
AL	350-369	368
MS	386-397	131
East South Central		3.2% 1,163
AR	716-729	141
LA	700-714	213
OK	730-749	245
TX	750-799	2,074
West South Central		7.3% 2,673
MT	590-599	77
ID	832-838	108
WY	820-831	37
CO	800-816	648
NM	870-884	351
AZ	850-865	563
UT	840-847	250
NV	889-898	136
Mountain		5.9% 2,170
AK	995-999	17
WA	980-994	554
OR	970-979	442
CA	900-961	6,454
HI	967-968	64
Pacific		20.5% 7,531
United States		99.9% 36,667
U.S. Territories		0.1% 27
Canada		0.0% 3
Mexico		—
Other International		0.0% 5
APO/FPO		—
Unknown		0.0% 1
Total		100.0% 36,703

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<u>Business Type</u>		<u>Title</u>	
Analytical Test & Measurement Instrumentation	3,097	Consultant	1,184
Aviation/Aerospace Systems	1,886	Design Engineer	6,227
Biotechnology	600	Educator	1,025
Communications Systems & Equipment	4,775	Engineering Manager	2,516
Computers & Peripherals	1,533	Executive Management (President/Owner/Partner/Vice President/General Manager)	7,784
Consulting	2,152	Laboratory Director/Manager	1,144
Corporate/Industrial Research & Development	2,294	Manufacturing/Production Engineer	2,290
Electronics	3,532	Measurement/Quality Control/Test Engineer	1,357
Government Research & Development	2,344	Production/Manufacturing Director/Manager	1,443
Industrial/Commercial Users of Optical Products	2,194	Purchasing Director/Manager	610
Lasers/Laser Systems	1,084	Research & Development Director/Manager	3,332
Manufacturing Equipment, Metals or Machinery	5,230	Scientist	3,919
Materials, Supplies, Services for Optic Fabrication	1,075	Technical Director/Manager	2,688
Medical Instrumentation	2,173		
Military Equipment	1,125		
Processing	1,530		
University Level Research & Development	2,453		
		<u>Purchasing Influence*</u>	
		Develop Product Specs	8,832
		Evaluate Products/Services	11,540
		Involved in Final Vendor Selection	11,445
		Place Orders	8,941
		Recommend Vendors or Brands	12,917
		Specify Acceptable Brands	10,025
<u>Employee Size</u>			
Less than 20	13,165		
20-49	4,077		
50-99	3,671		
100-499	8,709		
500-1,000	3,632		
Over 1,000	6,746		

Source: Publisher's own data

* Multiple Response