

# Library Journal

Library Journal's paid circulation list is the indispensable resource for targeting purchasing decision-makers in the public, academic and special library areas.

- ◆ Reach libraries and information managers with purchasing power.
- ◆ This list is useful for promoting:
  - ◆ Books
  - ◆ Information Technology Services
  - ◆ Audio Visual Materials
  - ◆ Document Delivery Systems
  - ◆ Computer Hardware
  - ◆ Software & Systems
  - ◆ Shelving
  - ◆ Furniture
  - ◆ Electronic Products
  - ◆ Office/Maintenance Supplies
  - ◆ And More!

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



**Size of List: 16,490**

**Base Price: \$110/M**

## Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business/Library Type	\$15/M
Canadian Names	\$10/M
Employee Size	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M

**SEE ALSO:**

**Libraries/Librarians**  
**School Library Journal**

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

**GEOGRAPHIC ANALYSIS**

State	ZIP Code	Individuals
ME	039-049	143
NH	030-038	156
VT	050-059	103
MA	010-027	657
RI	028-029	73
CT	060-069	314
<b>New England</b>		<b>8.8%</b> <b>1,446</b>
NY	100-149	1,649
NJ	070-089	627
PA	150-196	767
<b>Middle Atlantic</b>		<b>18.5%</b> <b>3,043</b>
OH	430-458	672
IN	460-479	309
IL	600-629	870
MI	480-499	587
WI	530-549	374
<b>East North Central</b>		<b>17.1%</b> <b>2,812</b>
MN	550-567	255
IA	500-528	202
MO	630-658	279
ND	580-588	43
SD	570-577	44
NE	680-693	96
KS	660-679	169
<b>West North Central</b>		<b>6.6%</b> <b>1,088</b>
DE	197-199	51
MD	206-219	285
DC	200-205	262
VA	220-246	402
WV	247-268	87
NC	270-289	374
SC	290-299	152
GA	300-319	326
FL	320-349	563
<b>South Atlantic</b>		<b>15.2%</b> <b>2,502</b>
KY	400-427	167
TN	370-385	218
AL	350-369	275
MS	386-397	139
<b>East South Central</b>		<b>4.8%</b> <b>799</b>
AR	716-729	106
LA	700-714	136
OK	730-749	143
TX	750-799	835
<b>West South Central</b>		<b>7.4%</b> <b>1,220</b>
MT	590-599	59
ID	832-838	51
WY	820-831	35
CO	800-816	216
NM	870-884	109
AZ	850-865	176
UT	840-847	89
NV	889-898	70
<b>Mountain</b>		<b>4.9%</b> <b>805</b>
AK	995-999	44
WA	980-994	253
OR	970-979	173
CA	900-961	1,166
HI	967-968	66
<b>Pacific</b>		<b>10.3%</b> <b>1,702</b>
<b>United States</b>		<b>93.5%</b> <b>15,417</b>
<b>U.S. Territories</b>		<b>0.3%</b> <b>43</b>
<b>Canada</b>		<b>2.6%</b> <b>432</b>
<b>Mexico</b>		<b>0.0%</b> <b>8</b>
<b>Other International</b>		<b>3.6%</b> <b>588</b>
<b>APO/FPO</b>		<b>—</b> <b>—</b>
<b>Unknown</b>		<b>0.0%</b> <b>2</b>
<b>Total</b>		<b>100.0%</b> <b>16,490</b>

## Business Type

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Booksellers/Wholesalers	142
College & University Libraries	3,731
Educators/Boards Of Education	126
Elementary School Libraries & Systems	886
Government Library (Federal, State, Local)	864
Library Science Students/Faculty	62
Public Libraries & Systems	8,219
Publishers	434
Special Libraries: Business/Museum/ Hospital	1,420

## Employee Size

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Less than 20	5,301
20-49	1,495
50-99	879
100-249	1,239
250-499	589
500-999	340
1,000 or More	312

## Sales Volume

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Less than \$1 Million	3,630
\$1 Million-\$9 Million	1,131
\$10 Million-\$49 Million	982
\$50 Million-\$249 Million	419
\$250 Million-\$1 Billion	109
More than \$1 Billion	45