

Logistics Management

GEOGRAPHIC ANALYSIS

Direct your marketing message to the largest audience of individuals responsible for buying/specifying logistics products and services with a controlled circulation list from *Logistics Management*.

- ◆ Reach corporate, operating, logistics, distribution, traffic and purchasing professionals who rely more and more on outsourcing as a means to efficiently manage their logistics functions.
- ◆ These decision-makers account for 85% of the nation's \$598 billion annual transportation expenditures.
- ◆ Logistics professionals today are playing a larger role in corporate strategy beyond logistics issues, and are found at all levels of the corporation as well as varying job functions.
- ◆ *Logistics Management* will help secure your competitive edge by exposing your advertising message to those who are most likely to use your products and services in the future.
- ◆ This list is useful for promoting products such as:
 - ◆ TL/LTL/Motor Freight
 - ◆ Air Freight and/or Small Package Delivery Services
 - ◆ Trucks/Tractors
 - ◆ Trailers
 - ◆ Computers/Computer Software
 - ◆ And More!
 - ◆ Warehouse Equipment



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

Size of List: 77,030

Base Price: \$135/M

Multi-Channel Pricing

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

**Size of E-List:
32,262**

**E-List Base Price:
\$435/M**

Selections
(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Annual Expenditures	\$10/M
Business Type (SIC/NAICS)	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Employee Size	\$10/M
Internet Usage	\$20/M
Job Function	\$15/M
Job Title	\$15/M
One Per Location	\$10/M
Recency	\$10/M
Telephone Numbers	\$60/M

- SEE ALSO:**
- Commercial Carrier Journal**
 - DecisionMaker® Manufacturing Marketplace Database**
 - Industrial Distribution**
 - Modern Materials Handling**
 - Purchasing**
 - Warehousing Management (Former Subscribers)**

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	337
NH	030-038	424
VT	050-059	193
MA	010-027	2,155
RI	028-029	333
CT	060-069	1,186
New England		6.0% 4,628
NY	100-149	4,129
NJ	070-089	3,216
PA	150-196	4,583
Middle Atlantic		15.5% 11,928
OH	430-458	4,589
IN	460-479	2,042
IL	600-629	5,235
MI	480-499	2,924
WI	530-549	2,624
East North Central		22.6% 17,414
MN	550-567	1,821
IA	500-528	1,013
MO	630-658	1,729
ND	580-588	209
SD	570-577	236
NE	680-693	562
KS	660-679	824
West North Central		8.3% 6,394
DE	197-199	213
MD	206-219	1,000
DC	200-205	74
VA	220-246	1,520
WV	247-268	292
NC	270-289	2,546
SC	290-299	1,118
GA	300-319	2,380
FL	320-349	2,910
South Atlantic		15.6% 12,053
KY	400-427	1,090
TN	370-385	1,912
AL	350-369	956
MS	386-397	500
East South Central		5.8% 4,458
AR	716-729	668
LA	700-714	593
OK	730-749	670
TX	750-799	4,471
West South Central		8.3% 6,402
MT	590-599	159
ID	832-838	283
WY	820-831	66
CO	800-816	849
NM	870-884	174
AZ	850-865	773
UT	840-847	576
NV	889-898	309
Mountain		4.1% 3,189
AK	995-999	77
WA	980-994	1,194
OR	970-979	786
CA	900-961	7,022
HI	967-968	122
Pacific		11.9% 9,201
United States		98.2% 75,667
U.S. Territories		0.1% 87
Canada		1.6% 1,268
Mexico		—
Other International		—
APO/FPO		0.0% 8
Unknown		—
Total		100.0% 77,030

Logistics Management

Buying Authority*

Total Logistics/Transportation Equipment:	
Dock Equipment	42,212
Lift Trucks and Accessories	42,336
Tractors	26,585
Trailers	31,893
Trucks	37,375
Warehouse Equipment	48,540
Total Logistics/Transportation Services:	
3rd Party Logistic Services	39,356
Air Freight	53,586
Dedicated/Leased Fleet Operations	21,210
Expedited Freight Services	42,298
Freight Forwarders/Shippers/ Brokers/Agents	42,032
Intermodal Services	25,949
LTL Motor Freight	59,861
Ocean Freight	30,566
Port Selection	17,994
Public Warehousing	28,512
Rail Carriers	21,640
Small Package Delivery Services	57,674
Truckload Motor Freight	58,879
Van Lines	20,176

Total Logistics/Transportation Technology:

Barcoding/Auto ID Systems	28,990
Communications/Tracking Equipment	26,753
Supply Chain Software	28,457
Transportation Management Software	31,655
Warehousing Management Systems	37,742

Annual Logistics Expenditures ‡

\$50,000,000 or More
\$20,000,000-\$49,999,999
\$6,000,000-\$19,999,999
\$1,000,000-\$5,999,999
\$500,000-\$999,999
Less Than \$500,000

Job Title

Executive Mgmt	20,297
General Mgmt	50,678
Operations/Administration Staff	6,033

Business Type

Manufacturing:	
Aerospace	652
Automotive & Transportation Equipment	2,721
Chemicals/Pharmaceuticals	5,895
Computers & Electronics	4,335
Electrical Equipment	2,073
Fabricated Metals	5,115
Food, Beverage & Tobacco	5,258
Furniture	1,084
Industrial Machinery	5,679
Paper/Printing	4,033
Plastics & Rubber	2,803
Primary Metals	1,412
Textiles/Apparel	1,708
Other	2,971
Non-Manufacturing:	
3rd Party Logistics Provider	1,805
Business/Consulting Services	3,081
Retail Trade	2,504
Transportation/Warehousing Services	9,379
Wholesale Trade	10,173
Other	4,349

Job Function*

Export	37,277
Fleet Operations	25,438
Import	33,973
International Shipping	40,680
Inventory/Materials Control	54,209
Logistics Management	59,087
Site Selection	25,666
Traffic	48,799
Transportation/Distribution	65,320
Warehousing	53,541

Employee Size ‡

Less than 20
20-49
50-99
100-249
250-499
500-999
1,000 or More

Internet Usage

My Company Buys Via the Internet	22,064
My Company Sells Via the Internet	16,878
I Buy Via the Internet on Behalf of My Company	17,829

Source: Publisher's own data

* Multiple Response

‡ Call a DM2 Account Executive for the latest counts.