

DecisionMaker® Management Marketplace Database



Reach over 5 million decision-makers from over 1 million locations with the unsurpassed *DecisionMaker® Management Marketplace Database*.

E-List Available

- ◆ Select individuals with job functions in:
 - ◆ Corporate Management
 - ◆ Manufacturing & Production
 - ◆ Engineering
 - ◆ Plant
 - ◆ Information Systems
 - ◆ Sales & Marketing
- ◆ This list is effective for marketing:
 - ◆ Office Supplies/Equipment
 - ◆ Premiums & Incentives
 - ◆ Seminars
 - ◆ Credit Cards
 - ◆ Catalogs
 - ◆ 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 circulation subscription files, and also includes business directory & database listings and trade show attendee files.

Size of List: 5,368,385

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
Canadian Names	\$10/M
Employee Size	\$10/M
Fortune Coding	\$25/M
Internet Usage	\$20/M
Job Function	\$15/M
Multi-Source	\$10/M
One Per Location	\$10/M
PC User/CD-ROM Access/	
Internet Access	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC/NAICS Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

Base Price: \$130/M

Multi-Channel Pricing

Mailing/E-Mail: \$515/M
Mailing/Telemarketing: \$240/M
Mailing/E-Mail/Telemarketing: \$615/M

Size of E-List:
845,585

E-List Base Price:
\$430/M

SEE ALSO:

- Advertiser Company Decision Makers**
- Advertising Agency Decision Makers**
- DecisionMaker® Building/Construction Marketplace Database**
- DecisionMaker® Electronics Marketplace Database**
- DecisionMaker® IT Marketplace Database**
- DecisionMaker® Manufacturing Marketplace Database**
- Executives – Financial Decision Makers**

State	ZIP Code	Individuals
ME	039-049	24,775
NH	030-038	32,202
VT	050-059	14,401
MA	010-027	164,101
RI	028-029	20,825
CT	060-069	86,313
New England		6.4% 342,617
NY	100-149	358,014
NJ	070-089	189,061
PA	150-196	242,881
Middle Atlantic		14.7% 789,956
OH	430-458	230,373
IN	460-479	119,718
IL	600-629	283,354
MI	480-499	196,641
WI	530-549	121,383
East North Central		17.7% 951,469
MN	550-567	112,581
IA	500-528	61,317
MO	630-658	108,007
ND	580-588	13,709
SD	570-577	15,264
NE	680-693	36,622
KS	660-679	55,352
West North Central		7.5% 402,852
DE	197-199	15,262
MD	206-219	126,426
DC	200-205	49,492
VA	220-246	162,370
WV	247-268	22,932
NC	270-289	134,670
SC	290-299	57,203
GA	300-319	140,676
FL	320-349	263,861
South Atlantic		18.1% 972,892
KY	400-427	62,972
TN	370-385	91,269
AL	350-369	65,143
MS	386-397	31,682
East South Central		4.7% 251,066
AR	716-729	38,038
LA	700-714	52,747
OK	730-749	51,359
TX	750-799	315,051
West South Central		8.5% 457,195
MT	590-599	17,966
ID	832-838	23,634
WY	820-831	9,686
CO	800-816	91,982
NM	870-884	25,578
AZ	850-865	75,123
UT	840-847	37,370
NV	889-898	28,126
Mountain		5.8% 309,465
AK	995-999	10,632
WA	980-994	97,151
OR	970-979	60,654
CA	900-961	612,215
HI	967-968	15,961
Pacific		14.8% 796,613
United States		98.2% 5,274,125
U.S. Territories		0.2% 8,160
Canada		1.4% 77,030
Mexico		—
Other International		—
APO/FPO		—
Unknown		0.2% 9,070
Total		100.0% 5,368,385

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

DecisionMaker® Management Marketplace Database

SIC Code

13 Oil & Gas Extraction	9,134
14 Non-Metallic Minerals	4,046
15 General Building Contractors	153,507
16 Heavy Construction Except Building	39,602
17 Special Trade Contractors	269,653
20 Food & Kindred Products	108,636
22 Textile Mill Products	14,270
23 Apparel & Other Textile Products	18,955
24 Lumber & Wood Products	28,879
25 Furniture & Fixtures	25,581
26 Paper & Allied Products	33,424
27 Printing & Publishing	143,074
28 Chemicals & Allied Products	104,932
29 Petroleum & Coal Products	9,441
30 Rubber & Miscellaneous Plastic Products	53,572
32 Stone, Clay & Glass Products	30,340
33 Primary Metal Products	42,505
34 Fabricated Metal Products	95,303
35 Industrial Machinery & Equipment	245,503
36 Electronic & Other Electric Equipment	187,629
37 Transportation Equipment	104,600
38 Instruments & Related Products	105,835
39 Miscellaneous Manufacturing	25,783
41 Local & Interurban Passenger Train	6,716
42 Trucking & Warehousing	63,858
45 Transportation by Air	6,953
47 Transportation Services	54,815
48 Communications	96,641
49 Electric, Gas & Sanitary Services	55,267
50 Wholesale Trade – Durable Goods	197,325
51 Wholesale Trade – Non-Durable Goods	79,972
52 Building Materials & Garden Supplies	20,387
53 General Merchandise Stores	7,115
54 Food Stores	14,714

55 Auto Dealers & Service Stations	38,125
56 Apparel & Accessory Stores	11,146
57 Furniture & Home Furnishings Stores	55,405
58 Eating & Drinking Places	78,825
59 Miscellaneous Retail	62,405
60 Depository Institutions	44,550
61 Non-Depository Institutions	13,337
62 Security & Commodity Brokers	39,445
63 Insurance Carriers	24,705
64 Insurance Agents, Brokers & Services	17,616
65 Real Estate	51,359
67 Holding & Other Investments	23,228
70 Hotels & Other Lodging Places	58,965
72 Personal Services	15,551
73 Business Services	285,388
75 Auto Repair, Services & Parking	16,367
76 Miscellaneous Repair Services	16,094
78 Motion Pictures	32,348
79 Amusement & Recreation Services	37,545
80 Health Services	101,610
81 Legal Services	32,216
82 Educational Services	172,527
83 Social Services	21,550
86 Membership Organizations	77,199
87 Engineering & Management Services	266,410
89 Other Services	10,021
91 Executive, Legislative & General	62,027
92 Justice, Public Order & Safety	30,718
93 Finance, Tax & Monetary Policy	5,641
94 Administrator of Human Resources	14,065
95 Environmental Quality & Housing	13,264
96 Administrator of Economic Programs	22,093
97 National Security & International Affairs	22,829
99 Nonclassifiable Establishments	55,023

Title

Account Executive	3,888
Accountant	1,632
Administrator	50,560
Agent	13,575
Analyst	32,556
Architect	11,629
Assistant	11,748
Associate	5,346
Buyer	11,322
Chairman	37,660
Chemist/Scientist	13,018
Chief	31,788
Chief Executive	128,407
Commissioner	1,158
Consultant	22,173
Controller	36,723
Coordinator	19,793
Counsel/Counselor	1,055
Designer	10,896
Director	395,419
Editor/Writer/Librarian	8,907
Educator	36,173
Engineer	182,594
Estimator	3,562
Executive & Chief Financial	1,726
Foreman	8,899
Leader	8,128
Manager/Head	1,239,618
Mechanic	3,044
Military/Government	7,520
Miscellaneous Contractors	3,628
Nurse	131,815
Officer	11,441
Operator	1,534
Owner	504,248
Partner	42,967
Physician/Doctor	2,567
Planner/Scheduler	4,523
President	695,110
Programmer	4,909
Proprietor/Principal	33,127
Representative/Sales	13,269
Secretary/Treasurer	41,193
Specialist	33,031
Superintendent	23,870
Supervisor	52,790
Technologist/Technicians	23,033
Vice President	377,784
Vice President & Chief Office	12,001

Employee Size

Less than 20	2,697,697
20-49	808,454
50-99	615,553
100-249	708,082
250-499	369,402
500-999	314,703
1,000 or More	618,926

Sales Volume

Less than \$1 Million	1,193,702
\$1 Million-\$9 Million	1,068,411
\$10 Million-\$49 Million	821,649
\$50 Million-\$249 Million	444,114
\$250 Million-\$1 Billion	184,231
More than \$1 Billion	336,039

Source: Publisher's own data

* Multiple Response

DecisionMaker® Management Marketplace Database

Job Function *

Architect/Construction	112,132
Attorney	49,517
Consulting	93,895
Corporate Management	2,768,190
Design Engineering	402,240
Educator	136,061
Engineering	663,068
Finance	211,625
Foodservice	73,043
Interior Designers	2,993
IS/MIS/IT	845,548
Maintenance	161,748
Manufacturing & Production	261,082
Middle Management	3,384,724
Nurse	133,526
Operations	357,223
Owner	714,894
Physician	3,802
Plant	99,509
Purchasing	215,310
Quality, Quality Assurance, Quality Control	153,563
Research & Development, Laboratory	238,380
Sales & Marketing	394,426
Warehouse	22,872

Business Type

Automotive	40,970
Communications	143,126
Computer (Including Manufacturing)	118,116
Construction	462,706
Consulting	116,849
Distributors, Brokers	48,568
E-Commerce/Internet Retailer	5,972
Education	118,087
Engineering Firms	102,964
Entertainment/Media	39,977
Finance/Insurance/Real Estate	163,245
Financial Institution	78,419
Government/Military	230,346
Hotels, Motels, Resorts	83,339
Interior Design/Architecture	30,802
Legal	46,137
Manufacturing	1,728,808
Medical/Healthcare	247,778
Research & Development/Laboratories	37,192
Restaurant/Food	130,307
Retail Trade	84,102
Services	271,536
Transportation	168,306
Travel	36,543
Utilities	62,025
Utilities/Communications/Transportation	7,872
Wholesale	14,777
Wholesale/Retail/Distributor	157,428

PC User/CD-ROM Access/ Internet Access

PC at Home	40,766
PC at Work	481,569
CD-ROM Access	52,989
Internet Access	441,829

Internet Usage

My Company Buys Via the Internet	1,501,417
My Company Sells Via the Internet	1,226,206
I Buy Via the Internet on Behalf of My Company	346,142