

# Modern Materials Handling

**GEOGRAPHIC ANALYSIS**

Direct your sales message to the key decision-makers in the \$60 billion materials-handling industry with a controlled circulation list from *Modern Materials Handling*.

- ◆ Target managers, engineers and other materials-handling professionals with proven buying authority for material-handling products and services.
- ◆ Gain the most market coverage for your products by reaching major manufacturing, as well as non-manufacturing plants:
  - ◆ Target manufacturing plants with 100+ employees which account for over 80% of all capital expenditures.
  - ◆ Reach potential customers in non-manufacturing plants covering transportation, mining, construction, utilities and merchandising industries.
  - ◆ Total plant expenditures average \$866,000 annually for material-handling equipment and systems.
- ◆ This list is useful for promoting:
  - ◆ Powered Lift Trucks & Accessories
  - ◆ Software Systems for Manufacturing & Warehousing
  - ◆ Storage & Shipping Equipment
  - ◆ Packaging, Shipping & Weighing Equipment
  - ◆ Conveying Equipment
  - ◆ Automatic Data Capture Equipment
  - ◆ And More!



*Modern Materials Handling* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 101,030**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Buying Authority	\$25/M
Buying Influence by Facility Type	\$10/M
Canadian Names	\$10/M
Employee Size	\$10/M
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Square Footage of Warehouse	\$10/M
Telephone Numbers	\$60/M
Title	\$15/M

**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:  
42,921**

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

State	ZIP Code	Individuals
ME	039-049	452
NH	030-038	538
VT	050-059	240
MA	010-027	2,653
RI	028-029	363
CT	060-069	1,511
<b>New England</b>		<b>5.7% 5,757</b>
NY	100-149	4,749
NJ	070-089	3,545
PA	150-196	6,109
<b>Middle Atlantic</b>		<b>14.3% 14,403</b>
OH	430-458	6,514
IN	460-479	3,135
IL	600-629	6,578
MI	480-499	4,710
WI	530-549	3,905
<b>East North Central</b>		<b>24.6% 24,842</b>
MN	550-567	2,419
IA	500-528	1,409
MO	630-658	2,323
ND	580-588	234
SD	570-577	296
NE	680-693	814
KS	660-679	1,057
<b>West North Central</b>		<b>8.5% 8,552</b>
DE	197-199	328
MD	206-219	1,241
DC	200-205	69
VA	220-246	2,087
WV	247-268	520
NC	270-289	3,775
SC	290-299	1,844
GA	300-319	2,876
FL	320-349	2,891
<b>South Atlantic</b>		<b>15.5% 15,631</b>
KY	400-427	1,719
TN	370-385	2,692
AL	350-369	1,494
MS	386-397	859
<b>East South Central</b>		<b>6.7% 6,764</b>
AR	716-729	1,083
LA	700-714	874
OK	730-749	876
TX	750-799	5,606
<b>West South Central</b>		<b>8.4% 8,439</b>
MT	590-599	158
ID	832-838	372
WY	820-831	95
CO	800-816	915
NM	870-884	175
AZ	850-865	894
UT	840-847	780
NV	889-898	341
<b>Mountain</b>		<b>3.7% 3,730</b>
AK	995-999	78
WA	980-994	1,315
OR	970-979	940
CA	900-961	8,276
HI	967-968	106
<b>Pacific</b>		<b>10.6% 10,715</b>
<b>United States</b>	<b>97.8%</b>	<b>98,833</b>
<b>U.S. Territories</b>	<b>0.2%</b>	<b>178</b>
<b>Canada</b>	<b>2.0%</b>	<b>2,013</b>
<b>Mexico</b>	—	—
<b>Other International</b>	—	—
<b>APO/FPO</b>	<b>0.0%</b>	<b>6</b>
<b>Unknown</b>	—	—
<b>Total</b>	<b>100.0%</b>	<b>101,030</b>

**SEE ALSO:**

- Construction Equipment**
- DecisionMaker® Manufacturing Marketplace Database**
- Industrial Distribution**
- Logistics Management**
- Material Handling Product News**
- National Floor Trends**
- Plant Engineering**
- Powder/Bulk Solids**
- 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.

## SIC Business Type

Manufacturing	
Food & Kindred Products	7,615
Textile Mill Products	1,406
Apparel & Other Finished Products	
Made From Fabric & Similar Materials	951
Lumber & Wood Products	1,553
Furniture & Fixtures	1,797
Paper & Allied Products	3,242
Printing, Publishing & Allied Industries	2,463
Chemical & Allied Products	6,052
Petroleum Refining & Related Industries	474
Rubber & Miscellaneous Plastic Products	4,246
Leather & Leather Products	196
Stone, Clay, Glass & Concrete Products	1,692
Primary Metal Industries	3,467
Fabricated Metal Products	6,216
Industrial & Commercial Machinery & Components, Computer Equipment	10,139
Electronic & Other Electric Equipment & Components	7,090
Transportation Equipment	5,838
Measuring, Analyzing & Controlling Instruments; Photographic, Medical & Optical Goods, Watches & Clocks	3,738
Miscellaneous Manufacturing Industries	1,193
<b>Non-Manufacturing</b>	
Construction	642
Trucking & Warehousing	4,212
Railroad Transportation	1,333
Transportation by Air	339
Electric, Gas & Sanitary Services	552
Wholesale Trade-Durable Goods	10,665
Wholesale Trade-Non-Durable Goods	4,240
Building Materials & Garden Supplies	295
General Merchandise Stores	249
Food Stores	292
Business Services: Educational Services, Miscellaneous Services	2,887
Public Administration	450

## Employee Size at Location

Less than 20	9,732
20-49	6,107
50-99	4,524
100-249	37,913
250-499	18,634
500-999	11,753
1,000 or more	12,391

## Square Footage of Warehouse ‡

Less than 50,000	
50,000-99,999	
100,000-199,999	
200,000 or More	

## Internet Usage

My Company Buys Via the Internet	23,647
My Company Sells Via the Internet	16,547
I Buy Via the Internet on Behalf of My Company	17,139

## Buying Influence by Facility Type ‡

Distribution Center	
Manufacturing Facility	
Warehouse	

## Buying Authority\*

Automatic Data Collection Equipment	49,110
Contract Manufacturing	28,478
Conveying Equipment & AGVs	58,951
Docks/Doors/Sweepers/Yard Handling Equipment	54,287
Mech Power Transmission/Electronic Fluid Power Equipment	43,430
Overhead Handling Equipment/Accessories	46,161
Packaging/Shipping/Weighing Equipment	69,524
Powered Lift/Floor Trucks & Casters Racks	67,317
Software Systems for Manufacturing/Warehousing	51,715
Storage & Staging Equipment/Picking Systems	60,807
Systems Integrators/Consulting	28,907
Third Party Fleet Management	15,199
Third Party IT Services	17,375
Third Party Transportation Services	27,295
Third Party Warehousing Services	27,182
Work Positioners/Manipulators/Robots	37,597

## Title

Corporate Management	18,942
Engineering	26,034
Logistics/Warehousing	14,634
Plant Management	31,696
Purchasing	7,142
Sales/Marketing	2,582

Source: Publisher's own data

\* Multiple Response

‡ Call a DM2 Account Executive for the latest counts.