Modern Materials Handling

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 nonmanufacturing 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

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:

Materials Hang

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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

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. Conveying Equipment

O D

Materials

RI

CT

PA

IN

IL

W/I

IA

NF

FL

KΥ

AL

ID

HI

Canada

Mexico

APO/FPO

Unknown

Total

United States

U.S. Territories

Other International

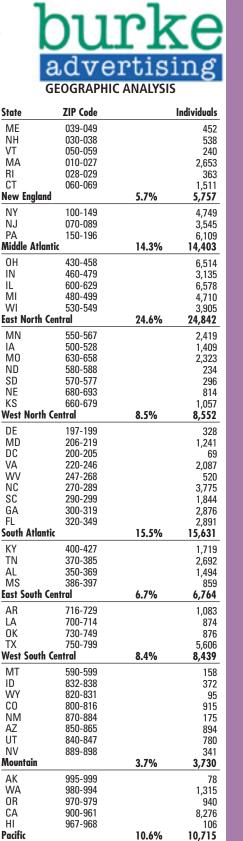
- Automatic Data Capture Equipment
- And More!

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



97.8%

0.2%

2.0%

0.0%

100.0%

98,833

178

6

2,013

101,030

Modern Materials Handling

SIC Business Type

Manufacturing	
Food & Kindred Products	7
Textile Mill Products	1
Apparel & Other Finished Products	
Made From Fabric & Similar	
Materials	
Lumber & Wood Products	1
Furniture & Fixtures	1
Paper & Allied Products	3
Printing, Publishing & Allied Industries	2
Chemical & Allied Products	6
Petroleum Refining & Related	
Industries	
Rubber & Miscellaneous Plastic	
Products	4
Leather & Leather Products	
Stone, Clay, Glass & Concrete Products	1
Primary Metal Industries	3
Fabricated Metal Products	6
Industrial & Commercial Machinery &	
Components, Computer Equipment	10
Electronic & Other Electric Equipment	
& Components	7
Transportation Equipment	5
Measuring, Analyzing & Controlling	
Instruments; Photographic,	
Medical & Optical Goods, Watches	-
& Clocks	3
Miscellaneous Manufacturing	
Industries	1
Non-Manufacturing	
Construction	
Trucking & Warehousing	4
Railroad Transportation	1
Transportation by Air	

Electric, Gas & Sanitary Services

Wholesale Trade-Durable Goods

General Merchandise Stores

Business Services: Educational Services, Miscellaneous Services

Public Administration

Food Stores

Wholesale Trade-Non-Durable Goods

Building Materials & Garden Supplies

Employee Size at Location

7,615	Less than 20	9,732
1,406	20-49	6,107
	50-99	4,524
	100-249	37,913
951	250-499	18,634
1,553	500-999	11,753
1,797	1,000 or more	12,391
3,242		
2,463	Square Footage of	
5,052	Warehouse ‡	
474	Less than 50,000	
	50,000-99,999	
1,246	100,000-199,999	
196	200,000 or More	
1,692		

,467 Internet Usage

,		
5,216		
	My Company Buys Via the Internet	23,647
0,139	My Company Sells Via the Internet	16,547
	I Buy Via the Internet on Behalf of	
7,090	My Company	17,139
5,838		
	Buying Influence by	

Buying Influence by Facility Type ‡

,738	Distribution Center	
	Manufacturing Facility	
,193	Warehouse	

642 ,212 ,333 339

552

10,665

4,240

295

249

292

2,887

450

burke advertising Buying Authority*

_	Automatic Data Collection Equipment	49,110
2	Contract Manufacturing	28,478
7	Conveying Equipment & AGVs	58,951
4	Docks/Doors/Sweepers/Yard Handling	
3	Equipment	54,287
4	Mech Power Transmission/Electronic	
3	Fluid Power Equipment	43,430
1	Overhead Handling Equipment/	
	Accessories	46,161
	Packaging/Shipping/Weighing	
	Equipment	69,524
	Powered Lift/Floor Trucks & Casters	67,317
	Racks	5,816
	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
7	Third Party IT Services	17,375
7	Third Party Transportation Services	27,295
	Third Party Warehousing Services	27,182
9	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

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