

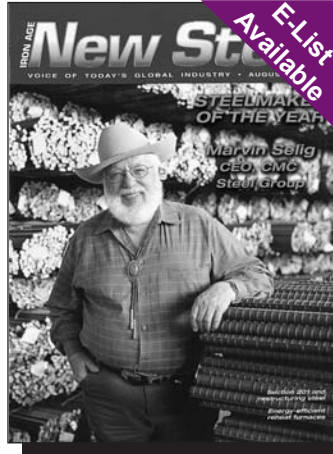
New Steel

(Former Subscribers)

A direct marketing list from *New Steel* is perfect for reaching managers in the multi-billion dollar primary metals industry. (*New Steel* ceased publication in 9/2001)

- ◆ Reach professionals such as:
 - ◆ Operations and Corporate Managers
 - ◆ Metallurgical and Chemical Professionals
 - ◆ Engineers
 - ◆ Purchasing Decision-Makers
 - ◆ Maintenance Professionals
- ◆ Major operation types include:
 - ◆ Blast Furnaces and Steel Mills
 - ◆ Non-Ferrous Metal Producers
 - ◆ Ferrous Metal Producers

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



Size of List: 18,338

Base Price: \$120/M

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
Job Function	\$15/M
Location Type	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

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

**Size of E-List:
3,394**

**E-List Base Price:
\$420/M**

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	14
NH	030-038	35
VT	050-059	11
MA	010-027	208
RI	028-029	65
CT	060-069	286
New England		3.4%
		619
NY	100-149	603
NJ	070-089	338
PA	150-196	2,457
Middle Atlantic		18.5%
		3,398
OH	430-458	2,524
IN	460-479	1,785
IL	600-629	1,284
MI	480-499	985
WI	530-549	253
East North Central		37.3%
		6,831
MN	550-567	149
IA	500-528	176
MO	630-658	286
ND	580-588	4
SD	570-577	12
NE	680-693	49
KS	660-679	44
West North Central		3.9%
		720
DE	197-199	49
MD	206-219	283
DC	200-205	2
VA	220-246	168
WV	247-268	420
NC	270-289	318
SC	290-299	313
GA	300-319	196
FL	320-349	258
South Atlantic		10.9%
		2,007
KY	400-427	423
TN	370-385	341
AL	350-369	453
MS	386-397	106
East South Central		7.2%
		1,323
AR	716-729	315
LA	700-714	122
OK	730-749	113
TX	750-799	850
West South Central		7.6%
		1,400
MT	590-599	15
ID	832-838	13
WY	820-831	9
CO	800-816	104
NM	870-884	19
AZ	850-865	97
UT	840-847	214
NV	889-898	25
Mountain		2.7%
		496
AK	995-999	0
WA	980-994	186
OR	970-979	194
CA	900-961	824
HI	967-968	1
Pacific		6.6%
		1,205
United States		98.2%
		17,999
U.S. Territories		0.0%
		3
Canada		1.8%
		336
Mexico		—
Other International		—
APO/FPO		—
Unknown		—
Total		100.0%
		18,338

SEE ALSO:

DecisionMaker® Manufacturing Marketplace Database
Production Technology News

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

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Business Type

Aluminum Extruded Products	97
Aluminum Rolling & Drawing	65
Aluminum Sheet Plate & Roll	151
Blast Furnace & Steel Mill	4,130
Central or District Administrative Office	773
Cold Finishing of Steel Shapes	907
Copper Rolling & Drawing	60
Electrometallurgical Products	286
Engineering & Architectural Services	374
Metal Heat Treating	500
Non-Ferrous Wire Drawing & Insulating	46
Primary Aluminum	134
Primary Copper	60
Primary Zinc	38
Research Laboratory	187
Research Laboratory-Nonferrous	46
Secondary Non Ferrous Metals	162
Steel Pipe & Tubes	783
Steel Wire & Related Products	757

Job Function

Corporate Management	5,566
Engineering	2,847
Maintenance	2,058
Metallurgical and Chemical	1,093
Operating Management	4,988
Purchasing	1,454
Research & Development	411

Location Type

Integrated Mill	6,235
Mini-Mill	4,413

Source: Publisher's own data

* Multiple Response