

Packaging Digest

GEOGRAPHIC ANALYSIS

A controlled circulation list from *Packaging Digest* reaches packaging professionals, many of whom specify the purchase of packaging machinery and/or materials. *Packaging Digest* covers the packaging marketplace which serves the manufacturing, wholesaling and service industries.

- ◆ Effectively target a range of packaging professionals in:
 - ◆ Corporate Management
 - ◆ Marketing
 - ◆ General Management
 - ◆ Purchasing
 - ◆ Production and Engineering
 - ◆ Traffic and Shipping
 - ◆ Research and Development
 - ◆ Packaging Design
- ◆ Major markets covered:
 - ◆ Packaged Food
 - ◆ Consumer Products
 - ◆ Pharmaceuticals
 - ◆ Industrial Products
 - ◆ Personal Care Products



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

Size of List: 100,730

Base Price: \$130/M

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
Canadian Names	\$10/M
Employee Size	\$10/M
Internet Usage	\$20/M
One Per Location	\$10/M
Packaged on Behalf of	\$10/M
Primary Product Packaged	\$15/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

Multi-Channel Pricing

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

**Size of E-List:
31,362**

**E-List Base Price:
\$430/M**

SEE ALSO:

- Converting**
- Dairy Foods**
- DecisionMaker® Management Marketplace Database**
- DecisionMaker® Manufacturing Marketplace Database**
- DecisionMaker® Research/Laboratory Marketplace Database**
- Food Engineering**
- Food Manufacturing**
- Graphic Arts Monthly**
- Powder/Bulk Solids**
- Prepared Foods**
- 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	361
NH	030-038	380
VT	050-059	269
MA	010-027	2,333
RI	028-029	325
CT	060-069	1,558
New England		5.2%
NY	100-149	5,590
NJ	070-089	5,621
PA	150-196	5,742
Middle Atlantic		16.8%
OH	430-458	5,424
IN	460-479	2,263
IL	600-629	7,403
MI	480-499	2,895
WI	530-549	3,981
East North Central		21.8%
MN	550-567	2,821
IA	500-528	1,668
MO	630-658	2,604
ND	580-588	253
SD	570-577	304
NE	680-693	923
KS	660-679	993
West North Central		9.5%
DE	197-199	538
MD	206-219	1,364
DC	200-205	27
VA	220-246	1,613
WV	247-268	443
NC	270-289	2,847
SC	290-299	1,180
GA	300-319	2,886
FL	320-349	3,140
South Atlantic		13.9%
KY	400-427	1,343
TN	370-385	2,087
AL	350-369	1,021
MS	386-397	635
East South Central		5.0%
AR	716-729	1,087
LA	700-714	1,173
OK	730-749	743
TX	750-799	5,343
West South Central		8.3%
MT	590-599	209
ID	832-838	583
WY	820-831	123
CO	800-816	1,138
NM	870-884	349
AZ	850-865	783
UT	840-847	1,027
NV	889-898	357
Mountain		4.5%
AK	995-999	136
WA	980-994	1,518
OR	970-979	971
CA	900-961	10,599
HI	967-968	352
Pacific		13.5%
United States		98.6%
U.S. Territories		0.2%
Canada		1.2%
Mexico		—
Other International		—
APO/FPO		0.0%
Unknown		—
Total		100.0%

Primary Product Packaged

		Title	
Drugs/Personal Care/Chemical Products:		Corporate & General Manager	27,553
Chemicals, Paints, Adhesives	11,763	Marketing	6,418
Cosmetics, Toiletries, Baby Products	3,210	Packaging Design	1,334
Pharmaceuticals, Medical Products	10,647	Production & Engineering	45,263
Soap, Household Cleaners, Other Household Products	2,393	Purchasing	8,752
		Research & Development	7,522
		Traffic & Shipping	3,888

Employee Size

Food & Beverage Products			
Baked Goods, Cookies, Crackers, Pasta, Snack Foods	8,491	Less than 20	13,556
Beverages (Soft Drinks, Juices, Alcoholic Beverages, Coffee, Tea)	7,517	20-99	21,280
Cereals, Breakfast Foods	805	100-249	21,933
Confectionary Products, Sugar	2,989	250-499	14,068
Dairy Products	5,641	500-999	9,959
Fats, Oils	667	1,000 or More	11,193

Buying Authority*

Fruits, Vegetables (Fresh, Canned, Frozen)	4,363		
Grains, Seeds, Beans, Flour, Nuts	1,890	Packaging Equipment/Machinery	69,193
Meat, Poultry, Seafood	11,247	Packaging Materials/Containers	81,403
Pet Foods, Animal Foods	2,018		

Internet Usage

Soups, Sauces, Condiments, Dressings, Spices, Syrup, Powders	3,296		
Other Food & Beverage Products	6,209	My Company Buys Via the Internet	46,517
		My Company Sells Via the Internet	29,562
Other Packaged Products		I Buy Via the Internet on Behalf of	
Apparel, Textiles	522	My Company	31,640
Consumer Electronics, Computers, Peripherals, Household Appliances	1,101		
Machinery, Electronic Equipment	3,262		
Metal, Glass, Wood Products	1,998		
Paper, Printed Products, Office Supplies	2,878		
Plastic, Rubber Products	3,055		
Toys, Games, Sporting Goods	210		
Other Packaged Products	2,396		

Wholesaling & Service Industries

Food Stores, Food Service	273
Wholesalers, Distributors, Warehouses	1,888