

Paint & Coatings Industry

GEOGRAPHIC ANALYSIS

Paint & Coatings Industry (PCI) focuses on meeting the needs of manufacturers who formulate paint, coatings, adhesives and printing inks.

- ◆ With a direct marketing list from PCI, you can reach over 20,000 professionals with job functions such as:
 - ◆ Chemist
 - ◆ Research/Development
 - ◆ Owner
 - ◆ Sales/Marketing
 - ◆ Production Manager
 - ◆ And More!

Paint & Coatings Industry is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



A BNP Media Publication

State	ZIP Code	Individuals
ME	039-049	28
NH	030-038	81
VT	050-059	24
MA	010-027	462
RI	028-029	87
CT	060-069	240
New England		4.6% 922
NY	100-149	647
NJ	070-089	958
PA	150-196	1,314
Middle Atlantic		14.6% 2,919
OH	430-458	1,620
IN	460-479	444
IL	600-629	1,282
MI	480-499	990
WI	530-549	507
East North Central		24.2% 4,843
MN	550-567	440
IA	500-528	157
MO	630-658	506
ND	580-588	17
SD	570-577	15
NE	680-693	66
KS	660-679	111
West North Central		6.6% 1,312
DE	197-199	113
MD	206-219	264
DC	200-205	14
VA	220-246	214
WV	247-268	47
NC	270-289	569
SC	290-299	235
GA	300-319	498
FL	320-349	611
South Atlantic		12.8% 2,565
KY	400-427	272
TN	370-385	224
AL	350-369	152
MS	386-397	95
East South Central		3.7% 743
AR	716-729	74
LA	700-714	111
OK	730-749	140
TX	750-799	890
West South Central		6.1% 1,215
MT	590-599	27
ID	832-838	33
WY	820-831	6
CO	800-816	134
NM	870-884	32
AZ	850-865	166
UT	840-847	72
NV	889-898	51
Mountain		2.6% 521
AK	995-999	8
WA	980-994	256
OR	970-979	195
CA	900-961	1,661
HI	967-968	12
Pacific		10.6% 2,132
United States		85.7% 17,172
U.S. Territories		0.1% 18
Canada		0.6% 130
Mexico		0.3% 60
Other International		13.2% 2,650
APO/FPO		—
Unknown		—
Total		100.0% 20,030

Size of List: 20,030

Base Price: \$125/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Buying Influence	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

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

**Size of E-List:
4,816**

**E-List Base Price:
\$425/M**

SEE ALSO:

- Adhesives & Sealants Industry
- Appliance Manufacturer
- Ceramic Industry
- Energy User News
- Engineered Systems
- Industrial Maintenance & Plant Operation
- Industrial Paint & Powder
- Industrial Product Bulletin
- Industrial Safety & Hygiene News
- MSI
- Pharmaceutical Processing
- Plant Engineering
- Pollution Engineering
- Powder/Bulk Solids
- Quality
- Research & Development

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

Business Type

Adhesives/Sealants Manufacturer	534
Chemicals/Raw Materials	1,381
Distributor	229
Equipment Supplier	283
Paint/Coatings Manufacturer	15,515
Printing Inks Manufacturer	509
User of Paint/Coatings	1,685

Job Function

Chemist	1,885
Owner/Officer General Manager	7,172
Production Management	1,698
Purchasing/Buying	514
Research/Development	5,075
Sales/Marketing	2,938
Supervisory	627

Buying Influence

Influence the purchase or specification of materials or equipment used in the manufacture of paint/coatings, adhesives/sealants or printing inks.	12,327
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Employee Size

Less than 20	3,481
20-49	1,408
50-99	998
100-249	1,087
250-499	560
500-999	193
1,000 or More	144

Sales Volume

Less than \$1 Million	1,265
\$1 Million-\$9 Million	1,877
\$10 Million-\$49 Million	991
\$50 Million-\$249 Million	528
\$250 Million-\$1 Billion	173
More than \$1 Billion	103

Source: Publisher's own data

* Multiple Response