

Plant Engineering

GEOGRAPHIC ANALYSIS

Direct your marketing message to the key decision-makers in the \$350 billion plant engineering and maintenance market with a controlled circulation list from *Plant Engineering*.

- ◆ Reach proven buyers and specifiers of plant supplies and equipment within the large plant population representing 90% of plant engineering and maintenance product and service purchases.
- ◆ Useful for promoting manufactured products including:
 - ◆ Chemicals and Allied Products
 - ◆ Industrial Machinery and Equipment
 - ◆ Food and Kindred Products
 - ◆ Electronic and Other Electric Equipment
 - ◆ Fabricated Metal Products
 - ◆ Transportation Equipment and More!



The *Plant Engineering* list is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 100,030

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
Business Type (SIC/NAICS)	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Employee Size	\$10/M
Internet Usage	\$20/M
Job Function	\$15/M
One Per Location	\$10/M
PC User/CD-ROM Access/ Internet Access	\$10/M
Plant Size	\$10/M
Recency	\$10/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:
33,230**

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

SEE ALSO:

**Appliance Manufacturer
Control Engineering
Design News
DecisionMaker® Engineering
Marketplace Database
DecisionMaker® Manufacturing
Marketplace Database
ICS Cleaning Specialist
Industrial Distribution
Industrial Heating
Industrial Maintenance & Plant
Operation
Industrial Paint & Powder**

**Industrial Product Bulletin
Logistics Management
Material Handling Product News
Modern Materials Handling
Packaging Digest
Paint & Coatings Industry
PM Engineer
Pollution Engineering
Process Heating
Quality**

State	ZIP Code	Individuals
ME	039-049	466
NH	030-038	564
VT	050-059	257
MA	010-027	2,503
RI	028-029	352
CT	060-069	1,570
New England		5.7% 5,712
NY	100-149	4,644
NJ	070-089	3,168
PA	150-196	6,354
Middle Atlantic		14.2% 14,166
OH	430-458	6,800
IN	460-479	3,610
IL	600-629	6,203
MI	480-499	4,779
WI	530-549	4,185
East North Central		25.6% 25,577
MN	550-567	2,414
IA	500-528	1,492
MO	630-658	2,273
ND	580-588	185
SD	570-577	260
NE	680-693	762
KS	660-679	977
West North Central		8.4% 8,363
DE	197-199	427
MD	206-219	1,073
DC	200-205	18
VA	220-246	2,061
WV	247-268	641
NC	270-289	3,675
SC	290-299	2,147
GA	300-319	2,634
FL	320-349	2,200
South Atlantic		14.9% 14,876
KY	400-427	1,755
TN	370-385	2,767
AL	350-369	1,701
MS	386-397	984
East South Central		7.2% 7,207
AR	716-729	1,173
LA	700-714	1,171
OK	730-749	993
TX	750-799	6,216
West South Central		9.6% 9,553
MT	590-599	108
ID	832-838	428
WY	820-831	121
CO	800-816	736
NM	870-884	167
AZ	850-865	864
UT	840-847	856
NV	889-898	234
Mountain		3.5% 3,514
AK	995-999	41
WA	980-994	1,126
OR	970-979	868
CA	900-961	7,506
HI	967-968	38
Pacific		9.6% 9,579
United States		98.5% 98,547
U.S. Territories		0.2% 177
Canada		1.3% 1,304
Mexico		—
Other International		—
APO/FPO		0.0% 1
Unknown		0.0% 1
Total		100.0% 100,030

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

<u>SIC Business Type</u>	<u>Buying Authority*</u>	<u>Job Function</u>
Manufacturing:	Air Conditioning/Ventilating/	Manage All Plant Engineering/
20 Food & Kindred Products	11,424 Refrigeration Equipment &	Maintenance 31,506
21 Tobacco Products	213 Systems	48,201 Manage Other Operations In
22 Textile Mill Products	1,623 Building Materials, Components &	Addition to Plant Engineering 11,706
23 Apparel & Other Textile Products	715 Electric Motors & Motor Controls	53,913 Provide Consulting Services for
24 Lumber & Wood Products	1,839 Electrical Equipment & Systems	67,359 Plant Engineering/Maintenance 7,875
25 Furniture & Fixtures	1,781 Heating Equipment & Systems	66,852 Provide Staff Services for Plant
26 Paper & Allied Products	5,018 Industrial Control Equipment &	Engineering/Maintenance 16,557
27 Printing & Publishing	1,893 Systems	60,589 Supervise Sub-Group Within Plant
28 Chemicals & Allied Products	11,820 Instrumentation	70,835 Engineering/Maintenance 19,134
29 Petroleum & Coal Products	1,283 Lubricants & Lubrication	
30 Rubber & Miscellaneous Plastic Products	5,277 Maintenance Equipment, Materials	Internet Usage
31 Leather & Leather Products	154 & Supplies	My Company Buys Via the Internet 10,666
32 Stone, Clay & Glass Products	2,574 Materials Handling Equipment &	My Company Sells Via the Internet 5,982
33 Primary Metal Industries	5,623 Systems	I Buy Via the Internet on Behalf of
34 Fabricated Metal Products	7,933 Paints & Protective Coatings	My Company 6,429
35 Industrial Machinery & Equipment	12,832 Piping, Valves & Fittings	
36 Electronic & Other Electric Equipment	10,053 Plant Engineering Software	PC User/CD-ROM Access/ Internet Access
37 Transportation Equipment	8,478 Pollution Control Equipment &	46,914 PC at Home 13,768
38 Instruments & Related Products	5,710 Systems	58,258 PC at Work 15,962
39 Miscellaneous Manufacturing Industries	1,294 Pumps & Compressors	67,373 CD-ROM Access 13,590
		54,143 Internet Access 13,410
Non-Manufacturing		
87 Engineering, Architectural & Surveying Services	1,689	
	Plant Size	
	More than 2,000,000	6,024
	1,000,001-2,000,000	4,357
	500,001-1,000,000	13,964
Less than 20	157 250,001-500,000	16,533
20-49	56 100,001-250,000	18,932
50-99	52 50,001-100,000	10,558
100-249	36,956 25,001-50,000	5,356
250-499	24,775 10,000-25,000	1,257
500-999	17,902 Less than 10,000	1,064
1,070 or More	19,870	
Employee Size		

Source: Publisher's own data

* Multiple Response