

Playthings

Playthings is the leading U.S. trade publication for retailers and manufacturers of toys and children's entertainment products that features articles on sales and promotion techniques, new products and information.

Playthings is updated montly. Contact a DM2 Account Executive for up-to-the-minute counts.



Size of List: **4,350**

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
Employee Size	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M

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

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	25
NH	030-038	42
VT	050-059	15
MA	010-027	197
RI	028-029	51
CT	060-069	96
New England		9.8%
		426
NY	100-149	468
NJ	070-089	222
PA	150-196	186
Middle Atlantic		20.1%
		876
OH	430-458	169
IN	460-479	40
IL	600-629	254
MI	480-499	87
WI	530-549	87
East North Central		14.6%
		637
MN	550-567	98
IA	500-528	28
MO	630-658	57
ND	580-588	7
SD	570-577	2
NE	680-693	17
KS	660-679	27
West North Central		5.4%
		236
DE	197-199	11
MD	206-219	50
DC	200-205	13
VA	220-246	72
WV	247-268	7
NC	270-289	63
SC	290-299	23
GA	300-319	55
FL	320-349	174
South Atlantic		10.8%
		468
KY	400-427	22
TN	370-385	44
AL	350-369	20
MS	386-397	10
East South Central		2.2%
		96
AR	716-729	22
LA	700-714	25
OK	730-749	22
TX	750-799	145
West South Central		4.9%
		214
MT	590-599	13
ID	832-838	7
WY	820-831	2
CO	800-816	50
NM	870-884	10
AZ	850-865	46
UT	840-847	17
NV	889-898	17
Mountain		3.7%
		162
AK	995-999	12
WA	980-994	70
OR	970-979	59
CA	900-961	684
HI	967-968	24
Pacific		19.5%
		849
United States		91.1%
		3,964
U.S. Territories		0.3%
		13
Canada		3.6%
		156
Mexico		0.2%
		7
Other International		4.8%
		210
APO/FPO		—
Unknown		—
Total		100.0%
		4,350

Business Type

Department Store	28
Designer & Inventer	447
Discount Store	19
Gift Shops	136
Hobby Shop	26
Importer	55
Licenser	64
Manufacturer	710
Manufacturer's Representative	187
Toy Store	1,340
Wholesaler	196
Other Retailer	315
Others Allied to Field	756

Employee Size

Less than 20	272
20-49	120
50-99	62
100-249	72
More than 250	77

Sales Volume

Less than \$1 Million	770
\$1 Million-\$9 Million	478
\$10 Million-\$49 Million	88
More than \$50 Million	79