

Prepared Foods

Your source for reaching the entire prepared foods marketplace is a direct request circulation list from *Prepared Foods/Nutrasolutions Magazines*.

- ◆ Reach over 43,000 decision-makers, including:
 - ◆ Research & Development
 - ◆ Purchasing
 - ◆ Managers & Staff Personnel
 - ◆ Sales & Marketing
 - ◆ Executives
- ◆ A high-quality file that covers developers, manufacturers, processors, packagers and marketers of:
 - ◆ Prepared Foods & Beverages
 - ◆ Meats
 - ◆ Baked Goods
 - ◆ Dairy Products
 - ◆ Fruits & Vegetables
 - ◆ Functional/Organic Foods
 - ◆ Snack Foods and More!



Prepared Foods list is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 43,723

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 Authority	\$25/M
Canadian Names	\$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
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:
9,401**

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

SEE ALSO:

- Dairy Foods
- Food Engineering
- Food Manufacturing
- Foodservice Equipment & Supplies
- Industrial Safety & Hygiene News
- Process Cooling & Equipment
- Process Heating
- Restaurants & Institutions

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	186
NH	030-038	125
VT	050-059	153
MA	010-027	965
RI	028-029	110
CT	060-069	511
New England		4.7% 2,050
NY	100-149	2,356
NJ	070-089	2,329
PA	150-196	2,192
Middle Atlantic		15.7% 6,877
OH	430-458	2,027
IN	460-479	828
IL	600-629	3,300
MI	480-499	1,029
WI	530-549	1,901
East North Central		20.8% 9,085
MN	550-567	1,604
IA	500-528	728
MO	630-658	1,216
ND	580-588	177
SD	570-577	137
NE	680-693	468
KS	660-679	546
West North Central		11.2% 4,876
DE	197-199	127
MD	206-219	713
DC	200-205	78
VA	220-246	643
WV	247-268	77
NC	270-289	775
SC	290-299	307
GA	300-319	1,107
FL	320-349	1,415
South Atlantic		12.0% 5,242
KY	400-427	459
TN	370-385	656
AL	350-369	387
MS	386-397	256
East South Central		4.0% 1,758
AR	716-729	503
LA	700-714	413
OK	730-749	330
TX	750-799	2,065
West South Central		7.6% 3,311
MT	590-599	118
ID	832-838	305
WY	820-831	52
CO	800-816	539
NM	870-884	164
AZ	850-865	285
UT	840-847	420
NV	889-898	129
Mountain		4.6% 2,012
AK	995-999	49
WA	980-994	887
OR	970-979	568
CA	900-961	4,981
HI	967-968	147
Pacific		15.2% 6,632
United States		95.7% 41,843
U.S. Territories		0.1% 62
Canada		3.4% 1,474
Mexico		0.1% 60
Other International		0.6% 283
APO/FPO		0.0% 1
Unknown		— —
Total		100.0% 43,723

Prepared Foods

Business Type		Buying Authority*	
Bakery Foods	4,807	Automation/Data Control/Software	1,536
Beverages	3,839	Ingredient Systems	12,706
Dairy Foods/Ingredients	4,519	Ingredients	29,742
Food Service	1,054	Nutritional Ingredients	18,415
Independent Labs/R&D Facilities/ Government/Universities	4,558	Packaging Equipment	15,953
Manufacturer of Ingredients	2,423	Packaging Materials	19,700
Nutraceutical/Supplements Manufacturer	1,200	Plant Construction	1,123
Prepared Foods/Specialties	8,975	Processing Equipment/Pumps/ Valves	13,942
Prepared Fruits/Vegetables	3,567	Quality Assurance/Quality Control	
Prepared Meat/Poultry/Seafood	5,392	Instrumentation Software	16,238
Snack Foods/Candy	2,916		

Title		Job Function*	
		Food/Services Technology	14,207
		Laboratory Management/QA/QC	14,694
General Management/Administration	12,448	Marketing	14,572
Plant Operations/Production	3,375	New Product Development	22,439
Purchasing	1,753	Purchasing	16,352
Research & Development	18,590	Research & Development	24,854
Sales & Marketing	2,709		

Employee Size	
Less Than 100	23,121
100-249 Employees	8,675
250-499 Employees	5,794
500 or More Employees	7,347

Sales Volume	
Less than \$1 Million	4,652
\$1 Million-\$9 Million	4,195
\$10 Million-\$49 Million	2,734
\$50 Million-\$249 Million	1,823
\$250 Million-\$1 Billion	720
More than \$1 Billion	636

Source: Publisher's own data

* Multiple Response