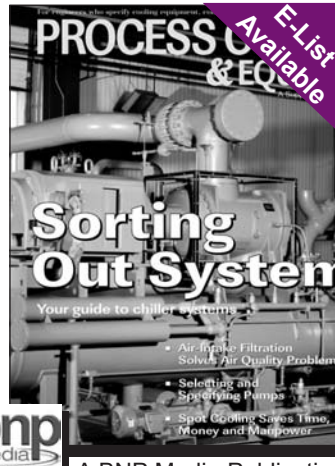


# Process Cooling & Equipment

(Former Subscribers)

A former stand alone publication, *Process Cooling & Equipment* is now a supplement to *Process Heating* that will be published 7 times in 2004. The focus of *PCE* is just on industrial process cooling at temperatures down through cryogenic levels, as well as the cooling of equipment.

- ◆ With a direct marketing list from *Process Cooling & Equipment*, you can target engineering professionals who buy and specify industrial process cooling equipment.
- ◆ Reaches 10 industries, including:
  - ◆ Chemical/Petrochemicals
  - ◆ Plastics
  - ◆ Power Plants
  - ◆ Food Processing
  - ◆ Pharmaceuticals
  - ◆ Beverages & Breweries
  - ◆ Dairy Foods
  - ◆ Electronics
  - ◆ Soaps/Cleansers
  - ◆ Cosmetics & Fragrances



A BNP Media Publication

*Process Cooling & Equipment* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts

**Size of List: 12,632**

**Base Price: \$120/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
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/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:  
1,195**

**E-List Base Price:  
\$420/M**

### SEE ALSO:

- Air Conditioning, Heating & Refrigeration News**
- Dairy Foods**
- Electronic Packaging & Production (Former Subscribers)**
- Food Engineering**
- Industrial Safety & Hygiene News**
- Prepared Foods**
- Process Heating**
- Semiconductor International**
- Test & Measurement World**

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	41
NH	030-038	55
VT	050-059	46
MA	010-027	345
RI	028-029	45
CT	060-069	182
<b>New England</b>		<b>5.7%</b> <b>714</b>
NY	100-149	749
NJ	070-089	730
PA	150-196	670
<b>Middle Atlantic</b>		<b>17.0%</b> <b>2,149</b>
OH	430-458	614
IN	460-479	350
IL	600-629	1,118
MI	480-499	454
WI	530-549	528
<b>East North Central</b>		<b>24.3%</b> <b>3,064</b>
MN	550-567	286
IA	500-528	218
MO	630-658	338
ND	580-588	26
SD	570-577	43
NE	680-693	96
KS	660-679	115
<b>West North Central</b>		<b>8.9%</b> <b>1,122</b>
DE	197-199	84
MD	206-219	177
DC	200-205	8
VA	220-246	215
WV	247-268	51
NC	270-289	299
SC	290-299	167
GA	300-319	227
FL	320-349	331
<b>South Atlantic</b>		<b>12.3%</b> <b>1,559</b>
KY	400-427	146
TN	370-385	210
AL	350-369	114
MS	386-397	82
<b>East South Central</b>		<b>4.4%</b> <b>552</b>
AR	716-729	103
LA	700-714	159
OK	730-749	97
TX	750-799	755
<b>West South Central</b>		<b>8.8%</b> <b>1,114</b>
MT	590-599	29
ID	832-838	73
WY	820-831	23
CO	800-816	168
NM	870-884	43
AZ	850-865	135
UT	840-847	116
NV	889-898	47
<b>Mountain</b>		<b>5.0%</b> <b>634</b>
AK	995-999	18
WA	980-994	203
OR	970-979	116
CA	900-961	1,319
HI	967-968	32
<b>Pacific</b>		<b>13.4%</b> <b>1,688</b>
<b>United States</b>		<b>99.7%</b> <b>12,596</b>
<b>U.S. Territories</b>		<b>0.3%</b> <b>35</b>
<b>Canada</b>		<b>0.0%</b> <b>1</b>
<b>Mexico</b>		—
<b>Other International</b>		—
<b>APO/FPO</b>		—
<b>Unknown</b>		—
<b>Total</b>		<b>100.0%</b> <b>12,632</b>

# Process Cooling & Equipment

(Former Subscribers)

## Business Type

## Buying Authority\*

Beverages/Breweries	718	After Coolers	1,399
Chemicals/Petrochemicals	2,505	Ammonia	716
Cosmetics/Fragrances	384	Biocides	340
Dairy Foods	704	Chillers	3,864
Electronics	832	Compressors	1,872
Food Processing	2,249	Condensers	2,844
Manufacturer of Cooling Equipment/ Controls	576	Coolers	3,138
Pharmaceuticals	1,426	Cooling Towers	2,985
Plastics	1,725	Cryogenic Systems	946
Power Plants	946	Devices That Cool Equipment	763
Provider of Refrigerator Warehouses	135	Enclosure Cooling	836
Soaps/Cleaners	264	Evaporators	772
		Fans/Blowers	3,461
		Filters	1,852
		Freezers	1,718

## Job Function

Consulting/Engineering/Design/Build	524	Heat Exchangers	4,029
Corporate/General Management	2,909	Heat Transfer Fluids	2,138
Design Engineering	532	Humidifier/Dehumidifier	1,029
Lab/R&D Engineering	1,177	Industrial Gases	1,440
Maintenance/Service	879	Leak Detectors	963
Plant Engineering/Management	1,819	Pumps	2,202
Process Engineering	915	Refrigerants/Heat Sinks	1,288
Production Engineering/Management	1,896	Refrigeration Units	2,616
Purchasing	274	Temperature Controls	3,506
Sales/Marketing Engineering/Management	1,282	Temperature Sensors	3,449
		Thermal Storage	119
		Thermally Conductive Materials	744
		Valves	2,001
		Water Treatment	1,859

Source: Publisher's own data

\* Multiple Response