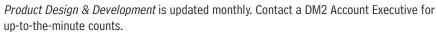
Product Design

& Development

Direct your marketing message to design engineers in the original equipment market with a controlled circulation list from *Product Design & Development*.

- Reach the design engineers and managers with the primary buying responsibility for materials and component parts for use in their companies' end products.
- Maximize your sales growth by targeting the large Fortune 1000 locations and design facilities with less than 100 employees.
- Useful for promoting products such as:
 - Plastics, Metals, & Chemical Publications
 - Test, Measurement & Recording Instruments
 - Personal Computer Products
 - Drafting & Graphic Arts Supplies
 - Catalogs of Engineering Components
 - Engineering & Scientific Subscriptions
- Useful for promoting seminars/courses/ conferences on:
 - Design for Manufacturing
 - Computer-Aided Design
 - Statistical Process Control
- Plus, All Buying Influence Categories as Mentioned and More!





- Project Management
- New Product Development
- Value Engineering

Size of List: 160,039 Base Price: \$145/M

Selections (Additional Cost/M)

Geographic Analysis:

State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Buying Authority	\$25/M
Employee Size	\$10/M
Job Function	\$15/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: 51,887

E-List Base Price: \$445/M

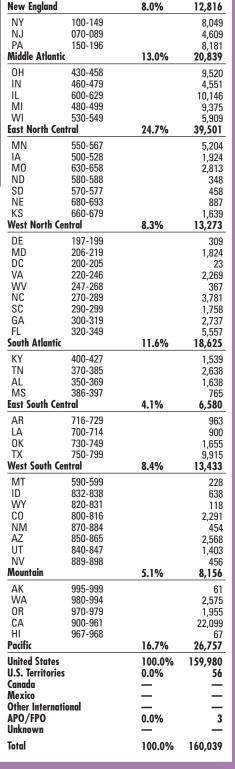
SEE ALSO: **Control Engineering**

DecisionMaker® Manufacturing Marketplace Database **Design News**

EDN

Instrumentation & Automation News

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



ZIP Code

039-049

030-038

050-059

010-027

028-029

060-069

NH

VT

MA

RI

Individuals

1,403

6,013

3.700

412

750

Product Design & Developme

Product Design & Development



SIC Business Type

Ma	nufacturing:	
34	Fabricated Metal Products	18,088
35	Industrial Machinery &	
	Equipment	60,908
36	Electronic & Other Electric	
	Equipment	35,666
37	Transportation Equipment	19,077
38	Instruments & Related Products	23 720

Employee Size

Less than 20	43,327
20-49	21,700
50-99	17,567
100-249	25,378
250-499	16,283
500-999	13,428
1,000-2,499	20,531
2,500 or More	1,825

Job Function*

Design of Equipment for In-Plant Use	65,467
Engineering Library	26,273
Engineering Management	81,181
Product or System Design Engineering	119,120
Quality Control	67,053
Reliability Assurance	53,431
Research & Development	90,185
Standards	53,948
Testing & Evaluation	83,157
Other Design Engineering Function	51,490

Buying Authority*

CAD/CAM/CAE Software Computer Hardware/Peripherals	55,349 39,300
Electrical & Electronic Components	77,809
Fasteners & Assembly Components	81,622
, ,	,
Fluid Power & Fluid Handling; Hydraulic	50,633
Mechanical & Power Transmission	
Components	56,296
Metallic Materials	83,913
Motion Control	36,334
Plastic & Other Non-metallic Materials	71,455
Pneumatic Components or Systems	34,719
Research & Development Test	
Equipment & Other Engineering	
Supplies	69,638