

Product Design & Development

GEOGRAPHIC ANALYSIS

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
 - ◆ Project Management
 - ◆ New Product Development
 - ◆ Value Engineering
- ◆ Plus, All Buying Influence Categories as Mentioned and More!



Product Design & Development is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

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.

State	ZIP Code	Individuals
ME	039-049	538
NH	030-038	1,403
VT	050-059	412
MA	010-027	6,013
RI	028-029	750
CT	060-069	3,700
New England		8.0% 12,816
NY	100-149	8,049
NJ	070-089	4,609
PA	150-196	8,181
Middle Atlantic		13.0% 20,839
OH	430-458	9,520
IN	460-479	4,551
IL	600-629	10,146
MI	480-499	9,375
WI	530-549	5,909
East North Central		24.7% 39,501
MN	550-567	5,204
IA	500-528	1,924
MO	630-658	2,813
ND	580-588	348
SD	570-577	458
NE	680-693	887
KS	660-679	1,639
West North Central		8.3% 13,273
DE	197-199	309
MD	206-219	1,824
DC	200-205	23
VA	220-246	2,269
WV	247-268	367
NC	270-289	3,781
SC	290-299	1,758
GA	300-319	2,737
FL	320-349	5,557
South Atlantic		11.6% 18,625
KY	400-427	1,539
TN	370-385	2,638
AL	350-369	1,638
MS	386-397	765
East South Central		4.1% 6,580
AR	716-729	963
LA	700-714	900
OK	730-749	1,655
TX	750-799	9,915
West South Central		8.4% 13,433
MT	590-599	228
ID	832-838	638
WY	820-831	118
CO	800-816	2,291
NM	870-884	454
AZ	850-865	2,568
UT	840-847	1,403
NV	889-898	456
Mountain		5.1% 8,156
AK	995-999	61
WA	980-994	2,575
OR	970-979	1,955
CA	900-961	22,099
HI	967-968	67
Pacific		16.7% 26,757
United States	100.0%	159,980
U.S. Territories	0.0%	56
Canada	—	—
Mexico	—	—
Other International	—	—
APO/FPO	0.0%	3
Unknown	—	—
Total	100.0%	160,039

Product Design & Development

SIC Business Type

Manufacturing:	
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

Buying Authority*

CAD/CAM/CAE Software	55,349
Computer Hardware/Peripherals	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

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

Source: Publisher's own data

* Multiple Response