

# Professional Remodeler

## GEOGRAPHIC ANALYSIS

Reach the "best of the best" in remodeling with a controlled circulation list drawn from *Professional Remodeler's* subscribers. Target the seasoned veterans who perform major remodeling projects within the residential and light commercial remodeling industry.

- ◆ Direct your next marketing campaign to:
  - ◆ Interior/Exterior Remodeling Contractors
  - ◆ Fire Damage or Insurance Restoration Contractors
  - ◆ Kitchen & Bath Specialists
  - ◆ General Contractors
  - ◆ Historical Renovation Contractors
- ◆ *Professional Remodeler* is useful for promoting building material products including:
  - ◆ Windows
  - ◆ Plumbing Fixtures
  - ◆ Doors
  - ◆ Tools
  - ◆ Cabinets
  - ◆ Flooring
  - ◆ Hardware
  - ◆ Appliances
  - ◆ Roofing & Siding
  - ◆ Lighting
  - ◆ Insulation & Dry Wall
  - ◆ Countertop Materials



Use *Professional Remodeler's* controlled circulation list to reach the decision-makers with buying and specifying authority for remodeling products and services.

*Professional Remodeler* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 63,400**

**Base Price: \$125/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Annual Installed Dollar Volume	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Internet Usage	\$20/M
One Per Location	\$10/M
Percent of Dollar Volume Spent on Materials	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M
Type of Remodeling	\$10/M
Years In Remodeling	\$10/M

## Multi-Channel Pricing

**Mailing/E-Mail: \$490/M**  
**Mailing/Telemarketing: \$215/M**  
**Mailing/E-Mail/Telemarketing: \$590/M**

**Size of E-List:**  
**18,095**

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

- SEE ALSO:**
- Architectural Specifier (Former Subscribers)**
  - Building Design & Construction**
  - Construction Equipment**
  - Consulting-Specifying Engineer**
  - DecisionMaker® Building/Construction Marketplace Database**
  - Floor Covering Installer**
  - Interior Design**

- Plumbing & Mechanical Professional Builder**
- Reed Construction Data - Contractors**
- Roofing Contractor**
- Walls & Ceilings**

State	ZIP Code	Individuals
ME	039-049	338
NH	030-038	425
VT	050-059	191
MA	010-027	1,741
RI	028-029	247
CT	060-069	1,168
<b>New England</b>		<b>6.5%</b>
NY	100-149	3,837
NJ	070-089	2,171
PA	150-196	3,172
<b>Middle Atlantic</b>		<b>14.5%</b>
OH	430-458	2,829
IN	460-479	1,453
IL	600-629	3,168
MI	480-499	2,556
WI	530-549	1,812
<b>East North Central</b>		<b>18.6%</b>
MN	550-567	1,412
IA	500-528	868
MO	630-658	1,291
ND	580-588	214
SD	570-577	252
NE	680-693	546
KS	660-679	685
<b>West North Central</b>		<b>8.3%</b>
DE	197-199	191
MD	206-219	1,657
DC	200-205	149
VA	220-246	1,784
WV	247-268	274
NC	270-289	2,086
SC	290-299	921
GA	300-319	1,755
FL	320-349	3,616
<b>South Atlantic</b>		<b>19.6%</b>
KY	400-427	682
TN	370-385	974
AL	350-369	743
MS	386-397	253
<b>East South Central</b>		<b>4.2%</b>
AR	716-729	360
LA	700-714	553
OK	730-749	571
TX	750-799	3,286
<b>West South Central</b>		<b>7.5%</b>
MT	590-599	382
ID	832-838	393
WY	820-831	137
CO	800-816	1,372
NM	870-884	463
AZ	850-865	832
UT	840-847	540
NV	889-898	312
<b>Mountain</b>		<b>7.0%</b>
AK	995-999	234
WA	980-994	1,536
OR	970-979	950
CA	900-961	5,656
HI	967-968	296
<b>Pacific</b>		<b>13.7%</b>
<b>United States</b>		<b>99.9%</b>
<b>U.S. Territories</b>		<b>0.0%</b>
<b>Canada</b>		<b>0.1%</b>
<b>Mexico</b>		<b>—</b>
<b>Other International</b>		<b>—</b>
<b>APO/FPO</b>		<b>0.0%</b>
<b>Unknown</b>		<b>—</b>
<b>Total</b>		<b>100.0%</b>

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

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## Buying Authority\*

Appliances	44,664
Cabinets	51,297
Carpet	45,956
Countertops	50,214
Decks/Patios	46,304
Doors	53,453
Drywall	49,454
Faucets	48,735
Fireplaces	44,172
Floors	48,537
HVAC	43,895
Home Security/Automation	35,632
Insulation	49,030
Lighting	48,814
Locksets	49,542
Masonry	45,249
Paint	48,996
Plumbing	50,007
Roofing	50,230
Siding	49,621
Skylights	47,367
Sunspaces	36,835
Tile	49,185
Tools	47,191
Trucks/Commercial Vans	37,601
Tubs	46,491
Windows	53,470

## Business Type

Commercial Remodeling Contractor Only	4,619
General Contractor, Also Doing Residential Remodeling	5,629
Residential & Commercial Remodeling Contractor	35,891
Residential Fire Damage or Insurance Restoration	511
Residential Historical Renovation Contractor	245
Residential Kitchen & Bath Specialist	1,193
Residential Remodeling Contractor Only	12,190

## Annual Installed Dollar Volume (Labor & Materials)

\$5,000,000 or More	11,488
\$3,000,000-\$4,999,999	5,466
\$2,000,000-\$2,999,999	5,886
\$1,000,000-\$1,999,999	11,365
\$500,000-\$999,999	13,531

## Percent of Dollar Volume Spent on Materials

Less than 25%	2,377
25% to 49%	19,226
50% to 74%	15,881
75% or More	3,228

## Title

President, Owner, Partner, CEO, Vice President, General Manager	51,800
Project Manager, Design, Construction Supervisor, Foreman	6,287
Purchase Director, Sales-Estimator, Other Manager	3,043

## Type of Remodeling

Exterior Remodeling Only	1,203
Interior & Exterior Remodeling	36,361
Interior Remodeling Only	3,047

## Internet Usage

My Company Buys Via the Internet	10,427
My Company Sells Via the Internet	3,124
I Buy Via the Internet on Behalf of My Company	11,982

## Years in Remodeling

3-5	4,316
6-10	8,630
More Than 10	48,207

Source: Publisher's own data

\* Multiple Response