

DecisionMaker® Professionals

At Home Marketplace Database



Reach over 3.5 business executives at their home address using the *DecisionMaker® Professionals At Home Database*.

- ◆ This list is perfect for marketing products and services like:
 - ◆ Catalogs
 - ◆ Fund Raising Appeals
 - ◆ Travel
 - ◆ Executive Gift Catalogs
 - ◆ Banks
 - ◆ Books & Book Clubs
 - ◆ Cellular Phone Offers
 - ◆ And More!

DM2 DecisionMaker® Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker® Databases are unique to DM2 and updated every other month. Contact a DM2 Account Executive for up-to-the minute counts.

Source: Comprised primarily of controlled circulation subscription files, and also includes business directory & database listings and trade show attendee files.

Size of List: 3,500,129

Base Price: \$80/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Employee Size	\$10/M
Fortune Coding	\$25/M
Internet Usage	\$20/M
Job Function	\$15/M
Multi-Source	\$10/M
One Per Location	\$10/M
PC User/CD-ROM Access/	
Internet Access	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC/NAICS Code	\$15/M
Title	\$15/M

SEE ALSO:

- DecisionMaker® Career Women Marketplace Database
- DecisionMaker® Management Marketplace Database
- Martindale-Hubbell® Corporate Counsel
- Martindale-Hubbell® Law Directory
- Martindale-Hubbell® Sole Practitioner

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	18,106
NH	030-038	21,121
VT	050-059	7,037
MA	010-027	122,755
RI	028-029	14,536
CT	060-069	64,147
New England		7.1% 247,702
NY	100-149	351,646
NJ	070-089	145,953
PA	150-196	178,753
Middle Atlantic		19.3% 676,352
OH	430-458	132,357
IN	460-479	55,905
IL	600-629	85,023
MI	480-499	114,518
WI	530-549	60,259
East North Central		12.8% 448,062
MN	550-567	73,310
IA	500-528	39,452
MO	630-658	56,007
ND	580-588	6,832
SD	570-577	9,652
NE	680-693	19,277
KS	660-679	31,142
West North Central		6.7% 235,672
DE	197-199	9,157
MD	206-219	97,592
DC	200-205	15,296
VA	220-246	108,170
WV	247-268	15,882
NC	270-289	81,587
SC	290-299	41,113
GA	300-319	109,825
FL	320-349	213,467
South Atlantic		19.8% 692,089
KY	400-427	48,870
TN	370-385	71,170
AL	350-369	35,357
MS	386-397	24,995
East South Central		5.2% 180,392
AR	716-729	29,572
LA	700-714	40,786
OK	730-749	36,750
TX	750-799	206,969
West South Central		9.0% 314,077
MT	590-599	10,388
ID	832-838	14,231
WY	820-831	5,143
CO	800-816	66,519
NM	870-884	14,930
AZ	850-865	48,876
UT	840-847	17,405
NV	889-898	22,396
Mountain		5.7% 199,888
AK	995-999	8,814
WA	980-994	58,541
OR	970-979	39,725
CA	900-961	386,235
HI	967-968	9,379
Pacific		14.4% 502,694
United States		99.9% 3,496,928
U.S. Territories		0.1% 3,201
Canada		—
Mexico		—
Other International		—
APO/FPO		—
Unknown		—
Total		100.0% 3,500,129

At Home Marketplace Database

<u>SIC Code ‡</u>	<u>Business Type ‡</u>	<u>Employee Size ‡</u>
15 General Building Contractors	Automotive	Less than 20
17 Special Trade Contractors	Computers (Including Manufacturing)	20-49
20 Food & Kindred Products	Construction	50-99
22 Textile Mill Products	Consulting	100-249
23 Apparel & Other Textile Products	Distributors, Brokers	250-499
24 Lumber & Wood Products	E-Commerce/Internet Retailer	500-999
25 Furniture & Fixtures	Engineering Firms	1,000 or More
26 Paper & Allied Products	Entertainment	
27 Printing & Publishing	Finance/Insurance/Real Estate	
28 Chemicals & Allied Products	Financial Institution	
29 Petroleum & Coal Products	Government/Military	
30 Rubber & Miscellaneous Plastic Products	Hotels, Motels, Resorts	PC at Home
32 Stone, Clay & Glass Products	Interior Design	PC at Work
33 Primary Metal Products	Legal	CD-ROM Access
34 Fabricated Metal Products	Manufacturing	Internet Access
35 Industrial Machinery & Equipment	Medical	
36 Electronic & Other Electric Equipment	Research & Development/Laboratories	
37 Transportation Equipment	Restaurant/Food	
38 Instruments & Related Products	Retail Trade	
39 Miscellaneous Manufacturing	Services	
42 Trucking & Warehousing	Travel	
48 Communications	Utilities/Communications/Transportation	
49 Electric, Gas & Sanitary Services	Wholesale	
50 Wholesale Trade – Durable Goods	Wholesale/Retail/Distributor	
51 Wholesale Trade – Non-Durable Goods		
52 Building Materials & Garden Supplies	Architect/Construction	
54 Food Stores	Attorney	
57 Furniture & Home Furnishings Stores	Consulting	
58 Eating & Drinking Places	Corporate Management	
60 Depository Institutions	Design Engineering	
70 Hotels & Other Lodging Places	Engineering	
73 Business Services	Finance	
80 Health Services	Foodservice	
82 Educational Services	Interior Designers	
87 Engineering & Management Services	IS/MIS/IT	
91 Executive, Legislative & General	Maintenance	
96 Administration of Economic Programs	Manufacturing & Production	
97 National Security & International Affairs	Middle Management	
99 Nonclassifiable Establishments	Operations	
	Owner	
	Plant	
	Purchasing	
	Quality, Quality Assurance, Quality Control	
	Research & Development, Laboratory	
	Sales & Marketing	
	Warehouse	

PC User/CD-ROM Access/Internet Access ‡

PC at Home
PC at Work
CD-ROM Access
Internet Access

Internet Usage ‡

My Company Buys Via the Internet
My Company Sells Via the Internet
I Buy Via the Internet on Behalf of My Company

Sales Volume ‡

Less than \$1 Million
\$1Million-\$9 Million
\$10 Million-\$49 Million
\$50 Million-\$249 Million
\$250 Million-\$1 Billion
More than \$1Billion

Job Function ‡

Architect/Construction
Attorney
Consulting
Corporate Management
Design Engineering
Engineering
Finance
Foodservice
Interior Designers
IS/MIS/IT
Maintenance
Manufacturing & Production
Middle Management
Operations
Owner
Plant
Purchasing
Quality, Quality Assurance, Quality Control
Research & Development, Laboratory
Sales & Marketing
Warehouse

DecisionMaker® Professionals

At Home Marketplace Database

Title ‡

Account Executive	Estimator
Accountant	Executive & Chief Financial
Administrator	Foreman
Advisor	Leader
Agent	Manager/Head
Analyst	Mechanic
Architect	Military/Government
Assistant	Nurse
Associate	Officer
Attorney	Operator
Auditor	Owner
Buyer	Partner
Chairman	Physician/Doctor
Chemist/Scientist	Planner/Scheduler
Chief	President
Chief Executive	Producer
Commissioner	Programmer
Consultant	Proprietor/Principal
Controller	Representative/Sales
Coordinator	Secretary/Treasurer
Counsel/Counselor	Specialist
Designer	Staff Member
Director	Superintendent
Draftsman	Supervisor
Editor/Writer/Librarian	Technologist/Technicians
Educator	Vice President
Engineer	Vice President & Chief Office

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.