

Publishers Weekly

GEOGRAPHIC ANALYSIS

A list from *Publishers Weekly* is the optimal vehicle for reaching the publishing marketplace. Market to professionals from all segments of the publishing industry including creative, production, marketing, book sales, audio and video tapes and electronic formats.

- ◆ Reach:
 - ◆ Publishers
 - ◆ Movie Executives
 - ◆ Booksellers
 - ◆ Studio Executives
 - ◆ Libraries
 - ◆ Literary Agents
 - ◆ And More!
- ◆ This list is useful for promoting:
 - ◆ Calendars
 - ◆ Proofreading Services
 - ◆ Cassettes
 - ◆ Printing/Design/Illustration Services
 - ◆ Seminars
 - ◆ Magazines
 - ◆ Books



Publishers Weekly is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 23,357

Base Price: \$110/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
Canadian Names	\$10/M
Employee Size	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M

SEE ALSO:
Libraries/Librarians
School Library Journal

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	142
NH	030-038	152
VT	050-059	102
MA	010-027	1,127
RI	028-029	86
CT	060-069	518
New England		9.1% 2,127
NY	100-149	4,702
NJ	070-089	954
PA	150-196	797
Middle Atlantic		27.6% 6,453
OH	430-458	641
IN	460-479	334
IL	600-629	1,008
MI	480-499	698
WI	530-549	302
East North Central		12.8% 2,983
MN	550-567	346
IA	500-528	135
MO	630-658	275
ND	580-588	25
SD	570-577	29
NE	680-693	80
KS	660-679	125
West North Central		4.3% 1,015
DE	197-199	48
MD	206-219	410
DC	200-205	312
VA	220-246	447
WV	247-268	50
NC	270-289	347
SC	290-299	129
GA	300-319	369
FL	320-349	666
South Atlantic		11.9% 2,778
KY	400-427	135
TN	370-385	340
AL	350-369	188
MS	386-397	87
East South Central		3.2% 750
AR	716-729	76
LA	700-714	141
OK	730-749	127
TX	750-799	776
West South Central		4.8% 1,120
MT	590-599	51
ID	832-838	50
WY	820-831	33
CO	800-816	326
NM	870-884	122
AZ	850-865	227
UT	840-847	108
NV	889-898	93
Mountain		4.3% 1,010
AK	995-999	38
WA	980-994	398
OR	970-979	256
CA	900-961	2,641
HI	967-968	68
Pacific		14.6% 3,401
United States		92.6% 21,637
U.S. Territories		0.1% 20
Canada		1.5% 348
Mexico		0.1% 18
Other International		5.7% 1,333
APO/FPO		— —
Unknown		0.0% 1
Total		100.0% 23,357

Business Type

Authors & Writers	1,558
Book Manufacturers & Suppliers	367
Booksellers	3,803
College/University Libraries	1,546
Elementary/Junior High/Senior High School Libraries	176
Government Libraries	245
Literary & Rights Agents	671
Print/Film/Broadcast Media	992
Public Libraries/Systems	4,932
Publishers	5,727
Special Libraries: Business/ Associations/Museums	679
Wholesalers & Distributors	345

Employee Size

Less than 20	4,736
20-49	1,541
50-99	800
100-249	773
250-499	487
500-999	554
1,000 or More	154

Sales Volume

Less than \$1 Million	3,448
\$1 Million-\$9 Million	1,241
\$10 Million-\$49 Million	671
\$50 Million-\$249 Million	704
\$250 Million-\$1 Billion	204
More than \$1 Billion	92