

Purchasing

Direct your sales message to the key decision-makers involved throughout the entire buying process with a controlled circulation list from *Purchasing*.

Reach qualified buyers involved at various levels, including pre-specification, design, production and distribution.

Increase your sales potential by covering buying locations in the manufacturing, process, and service industries, including all of the Fortune Industrial 1000 and the Fortune Service 1000 Company buying locations.

- ◆ Useful for promoting such products as:
 - ◆ Computers, Office Products & Systems
 - ◆ Assembly Components
 - ◆ Steel/Other Ferrous/Non-Ferrous Metals
 - ◆ Chemicals & Chemical Products
 - ◆ Logistics & Transportation
 - ◆ Electronic Components, Equipment & Supplies
 - ◆ Packaging (Cartons, Labeling, Strapping)
 - ◆ OEM Products/Components & Equipment
 - ◆ MRO (Maintenance, Repair & Operating) Products & Suppliers



Purchasing is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 95,059

Base Price: \$145/M

Multi-Channel Pricing

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

**Size of E-List:
27,942**

**E-List Base Price:
\$445/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
Canadian Names	\$10/M
Employee Size	\$10/M
Fortune 1000	\$15/M
Internet Usage	\$20/M
Manufacture/Supply	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

SEE ALSO:

- DecisionMaker® Manufacturing Marketplace Database**
- Design News**
- Electronic Business**
- Industrial Distribution**
- Industrial Product Bulletin**
- Logistics Management**
- Medical Design Technology**
- Modern Materials Handling**
- Packaging Digest**
- Plant Engineering**
- Pollution Engineering**
- Powder/Bulk Solids**
- Production Technology News**
- Research & Development**

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

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	370
NH	030-038	676
VT	050-059	212
MA	010-027	2,919
RI	028-029	387
CT	060-069	1,877
New England		6.8% 6,441
NY	100-149	4,610
NJ	070-089	3,110
PA	150-196	5,411
Middle Atlantic		13.8% 13,131
OH	430-458	6,307
IN	460-479	3,186
IL	600-629	5,926
MI	480-499	4,873
WI	530-549	3,534
East North Central		25.1% 23,826
MN	550-567	2,650
IA	500-528	1,226
MO	630-658	1,858
ND	580-588	205
SD	570-577	240
NE	680-693	600
KS	660-679	1,002
West North Central		8.2% 7,781
DE	197-199	324
MD	206-219	1,174
DC	200-205	46
VA	220-246	1,745
WV	247-268	336
NC	270-289	2,928
SC	290-299	1,450
GA	300-319	2,325
FL	320-349	2,870
South Atlantic		13.9% 13,198
KY	400-427	1,352
TN	370-385	2,027
AL	350-369	1,220
MS	386-397	614
East South Central		5.5% 5,213
AR	716-729	758
LA	700-714	734
OK	730-749	922
TX	750-799	5,435
West South Central		8.3% 7,849
MT	590-599	123
ID	832-838	347
WY	820-831	82
CO	800-816	1,050
NM	870-884	236
AZ	850-865	1,302
UT	840-847	645
NV	889-898	232
Mountain		4.2% 4,017
AK	995-999	52
WA	980-994	1,358
OR	970-979	983
CA	900-961	9,454
HI	967-968	47
Pacific		12.5% 11,894
United States	98.2%	93,350
U.S. Territories	0.2%	193
Canada	1.6%	1,516
Mexico	—	—
Other International	—	—
APO/FPO	—	—
Unknown	—	—
Total	100.0%	95,059

SIC Business Type

Manufacturing SIC (20-39)		36 Electronic & Other Electric Equipment & Components, Except Computer Equipment	13,224
20 Food & Kindred Products	5,256	37 Transportation Equipment	7,091
21 Tobacco Products	81	38 Measuring, Analyzing & Controlling Instruments; Photographic, Medical & Optical Goods, Watches & Clocks	6,376
22 Textile Mill Products	567	39 Miscellaneous Manufacturing Industries	888
23 Apparel & Other Finished Products Made From Fabric & Similar Materials	336	Non-Manufacturing	
24 Lumber & Wood Products (Except Furniture)	953	01-09 Agriculture, Forestry & Fishing	56
25 Furniture & Fixtures	1,539	10-14 Mining	383
26 Paper & Allied Products	2,849	15-17 Construction	1,041
27 Printing, Publishing & Allied Industries	946	40-47 Transportation	1,016
28 Chemicals & Allied Products	8,085	48-49 Communications & Electric, Gas & Sanitary Services	1,210
29 Petroleum Refining & Related Industries	676	50 Wholesale Trade - Durable Goods (except 5051)	4,387
30 Rubber & Miscellaneous Plastic Products	4,491	5051 Metal Service Centers & Offices	1,099
31 Leather & Leather Products	44	51 Wholesale Trade - Non-Durable Goods	1,032
32 Stone, Clay, Glass & Concrete Products	738	52-59 Retail Trade	202
33 Primary Metal Industries	2,926	60-67 Finance, Insurance & Real Estate	16
34 Fabricated Metal Products, Except Machinery & Transportation Equipment	8,289	70-89 Services	2,558
35 Industrial & Commercial Machinery & Computer Equipment	16,646		

Buying Authority for Transportation Services *

3rd Party Logistic Services	16,791
Air Freight	41,858
Expedited Freight Services	45,000
Fleet Autos	13,947
Freight Forwarding	26,823
Import/Export Transportation	20,027
Intermodal Services	10,085
LTL Motor Freight	39,349
Motor Freight	42,367
Ocean Freight	24,832
Port Selection	11,307
Rail Carriers	17,042
Small Package Delivery Services	55,285
Truckload Motor Freight	34,270
Trucks	17,819
Van Lines	11,123

Internet Usage

My Company Buys Via the Internet	15,818
My Company Sells Via the Internet	11,726
I Buy Via the Internet on Behalf of My Company	15,672

Title

Buyer/Planner/Assistant Buyer	12,588
Director/VP Manufacturing/Operations	1,706
Director/VP Purchasing	5,063
Materials Manager	4,445
Manager Supply/Supply Chain	1,917
President	1,199
Procurement Agent/Manager	2,075
Purchasing Agent/Manager	33,936
Purchasing Buyer/Clerk	8,656
Senior/Corporate Buyer	5,224
Vice President	1,038

Employee Size

Less than 20	8,840
20-49	10,978
50-99	13,148
100-249	23,116
250-499	14,883
500-999	9,857
1,000 or More	12,697

Manufacture or Supply

Manufacture Autos/ Trucks/ Off-Highway Equipment	4,800
Supply Materials/Components to Auto Industry	14,014

Buying Authority Through Manufacturing*

Buying Authority Through Distribution*

Assembly Components	40,875	Assembly Components	3,455
Chemicals	46,583	Chemicals	5,067
Communications Equipment	31,763	Communications Equipment	2,577
Computers, Peripherals, Software	37,791	Computers, Peripherals, Software	3,567
Electrical Interconnects, Passives, Electromechanical	36,891	Electrical Interconnects, Passives, Electromechanical	3,223
Electrical Equipment & Supplies	45,654	Electrical Equipment & Supplies	4,721
Electronic Components, Equipment & Supplies	38,837	Electronic Components, Equipment & Supplies	3,346
Electronic Power Supplies	40,592	Electronic Power Supplies	3,675
Electronic Test Equipment	38,569	Electronic Test Equipment	3,088
Furniture, Filing Systems-Office	34,473	Furniture, Filing Systems-Office	3,420
Hydraulic/Pneumatic/Fluidic Equipment/Supplies	34,998	Hydraulic/Pneumatic/Fluidic Equipment/Supplies	3,686
Lubricants & Other Petroleum Products	41,322	Lubricants & Other Petroleum Products	4,172
Materials Handling Equipment & Supplies	46,159	Materials Handling Equipment & Supplies	4,106
Mechanical Parts	46,482	Mechanical Parts	3,610
Non-Ferrous Metals	40,924	Non-Ferrous Metals	4,335
Office/Business Machines, Equipment/Supplies	43,644	Office/Business Machines, Equipment/Supplies	4,459
Packaging	54,805	Packaging	4,948
Plant & Personnel Health/Safety Equipment	42,319	Plant & Personnel Health/Safety Equipment	4,319
Plant Services & Facilities	35,064	Plant Services & Facilities	3,077
Plastics	46,590	Plastics	3,791
Power Transmission Products	31,768	Power Transmission Products	3,471
Production Equipment	42,722	Production Equipment	4,324
Semiconductors	28,742	Semiconductors	2,604
Specialty/Fine Chemicals-Manufacturing	31,172	Specialty/Fine Chemicals-Distributor	2,581
Steel & Other Ferrous Metals	46,371	Steel & Other Ferrous Metals	5,078
Wireless Technology	27,312	Wireless Technology	2,151
Other Products/Services Through Manufacturer	27,426	Other Products/Services Through Distributor	2,852

Source: Publisher's own data

* Multiple Response