

RCD - Contractors

GEOGRAPHIC ANALYSIS

With the direct marketing list from *Reed Construction Data – Contractors*, you can reach almost 150,000 *Reed Construction Data* customers and prospects who are either contractors or sub-contractors.

- ◆ Use a *Reed Construction Data – Contractors* list for reaching professionals performing work such as:
 - ◆ Air Conditioning and/or Ventilation
 - ◆ Hydronic Heating
 - ◆ Plumbing
 - ◆ Refrigeration
 - ◆ Warm Air Heating
 - ◆ Sheet Metal Fabrication

Reed Construction Data - Contractors is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

State	ZIP Code	Individuals
ME	039-049	584
NH	030-038	744
VT	050-059	309
MA	010-027	4,242
RI	028-029	658
CT	060-069	1,474
New England		5.3% 8,011
NY	100-149	6,415
NJ	070-089	2,984
PA	150-196	4,104
Middle Atlantic		9.0% 13,503
OH	430-458	5,514
IN	460-479	4,190
IL	600-629	9,383
MI	480-499	2,714
WI	530-549	1,099
East North Central		15.3% 22,900
MN	550-567	3,322
IA	500-528	1,364
MO	630-658	5,841
ND	580-588	331
SD	570-577	269
NE	680-693	1,999
KS	660-679	3,234
West North Central		10.9% 16,360
DE	197-199	369
MD	206-219	4,984
DC	200-205	218
VA	220-246	5,081
WV	247-268	282
NC	270-289	5,809
SC	290-299	2,522
GA	300-319	4,065
FL	320-349	11,753
South Atlantic		23.4% 35,083
KY	400-427	2,383
TN	370-385	3,498
AL	350-369	4,941
MS	386-397	1,339
East South Central		8.1% 12,161
AR	716-729	1,797
LA	700-714	1,551
OK	730-749	1,011
TX	750-799	12,821
West South Central		11.5% 17,180
MT	590-599	322
ID	832-838	684
WY	820-831	77
CO	800-816	1,339
NM	870-884	212
AZ	850-865	1,332
UT	840-847	152
NV	889-898	870
Mountain		3.3% 4,988
AK	995-999	12
WA	980-994	2,730
OR	970-979	1,691
CA	900-961	15,279
HI	967-968	6
Pacific		13.2% 19,718
United States		100.0% 149,904
U.S. Territories		—
Canada		0.0% 4
Mexico		—
Other International		—
APO/FPO		—
Unknown		—
Total		100.0% 149,908

Size of List: 149,908

Base Price: \$125/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Organization Size	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

Mailing/Telemarketing: \$215/M

SEE ALSO:

- Architectural Specifier (Former Subscribers)**
- Building Design & Construction**
- Construction Equipment**
- DecisionMaker® Building/Construction Marketplace Database**
- Interior Design**
- Professional Builder**
- Professional Remodeler**
- Reed Construction Data – Architecture Firm Database**
- Reed Construction Data – Manufacturers & Distributors**
- Reed Construction Data – Regional Publication Group**
- Walls & Ceilings**

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

Business Type

General Building Contractors	49,488
Highway & Heavy Construction	
Excluding Buildings	8,614
Specialty Trade Contractors	92,565

Job Function

Executive Management/Owner	150,263
Sales & Marketing	190

Sales Volume

Less than \$1 Million	67,876
\$1 Million-\$9 Million	43,156
\$10 Million-\$49 Million	6,656
\$50 Million-\$249 Million	1,266
\$250 Million-\$1 Billion	216
More than \$1 Billion	195

Organization Size

Less than 20	3,144
20-49	2,190
50-99	1,168
100-249	901
250-499	289
500-999	96
1,000 or More	62

Employee Size

Less than 20	108,922
20-49	20,089
50-99	27,279
100-249	5,186
250-499	1,266
500-999	476
1,000 or More	381