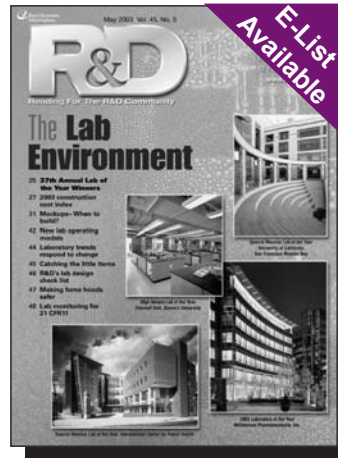


Research & Development

GEOGRAPHIC ANALYSIS

Target key individuals in the \$301 billion research and development marketplace with a controlled circulation list from *Research & Development*.

- ◆ *Research & Development* serves the applied research and development industry including:
 - ◆ Industrial
 - ◆ Non-Profit Organization
 - ◆ University
 - ◆ Research
 - ◆ Government
- ◆ Reach individuals with the authority to purchase or specify:
 - ◆ Instruments
 - ◆ Computers & Data Acquisition
 - ◆ Software
 - ◆ Materials, Chemicals and Gases
 - ◆ Laboratory Apparatus & Equipment
 - ◆ Laboratory Supplier, Laboratory Furniture & Lasers
 - ◆ And More!



Research & Development is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 90,110

Base Price: \$140/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
Buying Authority	\$25/M
Canadian Names	\$10/M
Internet Usage	\$20/M
Job Activities	\$10/M
One Per Location	\$10/M
PC User/CD-ROM Access/ Internet Access	\$10/M
Professional Discipline	\$15/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

Multi-Channel Pricing

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

Size of E-List:
43,502
E-List Base Price:
\$440/M

- SEE ALSO:**
- American Men & Women of Science**
 - Bioscience Technology**
 - Chemical Equipment**
 - Control Engineering**
 - DecisionMaker® Research/Laboratory Marketplace Database**
 - Laboratory Equipment**
 - Lasers & Optronics (Former Subscribers)**
 - Scientific Computing & Instrumentation**
 - Pharmaceutical Laboratory (Former Subscribers)**
 - Semiconductor International**

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	316
NH	030-038	603
VT	050-059	195
MA	010-027	4,176
RI	028-029	327
CT	060-069	1,998
New England		8.5% 7,615
NY	100-149	5,776
NJ	070-089	5,089
PA	150-196	5,189
Middle Atlantic		17.8% 16,054
OH	430-458	4,643
IN	460-479	1,997
IL	600-629	4,886
MI	480-499	3,352
WI	530-549	2,063
East North Central		18.8% 16,941
MN	550-567	2,039
IA	500-528	766
MO	630-658	1,616
ND	580-588	147
SD	570-577	152
NE	680-693	443
KS	660-679	651
West North Central		6.5% 5,814
DE	197-199	538
MD	206-219	2,274
DC	200-205	341
VA	220-246	1,688
WV	247-268	394
NC	270-289	2,186
SC	290-299	882
GA	300-319	1,561
FL	320-349	2,829
South Atlantic		14.1% 12,693
KY	400-427	597
TN	370-385	1,277
AL	350-369	800
MS	386-397	311
East South Central		3.3% 2,985
AR	716-729	372
LA	700-714	658
OK	730-749	620
TX	750-799	4,859
West South Central		7.2% 6,509
MT	590-599	152
ID	832-838	460
WY	820-831	97
CO	800-816	1,449
NM	870-884	532
AZ	850-865	1,223
UT	840-847	734
NV	889-898	277
Mountain		5.5% 4,924
AK	995-999	45
WA	980-994	1,368
OR	970-979	904
CA	900-961	13,021
HI	967-968	81
Pacific		17.1% 15,419
United States	98.7%	88,954
U.S. Territories	0.1%	98
Canada	1.2%	1,047
Mexico	—	—
Other International	0.0%	1
APO/FPO	0.0%	10
Unknown	—	—
Total	100.0%	90,110

<u>Business Type</u>	<u>Professional Discipline*</u>	<u>Job Activities*</u>
Aerospace	10,404 Aeronautical Engineering	3,022 Environmental Monitoring/
Automotive	10,730 Analytical Chemistry	15,323 Compliance 9,421
Biotechnology, Genetic Engineering	14,540 Bio-Technology	6,704 Process Design & Development 25,852
Chemicals/Petroleum	15,323 Biology, Bio-Chemistry, Bio-Physics	10,427 Product Design & Development 36,942
Computers, Peripherals or Office Equipment	14,001 Ceramics	5,183 Quality Control/Quality Assurance 18,912
Energy/Utilities	7,768 Chemical Engineering	14,435 Testing & Evaluation 29,378
Food/Beverage/Tobacco	7,827 Chemistry (all other)	11,317
Government Laboratory	7,384 Computer Science	13,406
Metals/Materials	15,647 Electrical/Electronic Engineering	22,285
Paper/Pulp/Wood	5,579 Energy	6,210 My Company Buys Via the Internet 11,471
Pharmaceuticals	16,951 Environmental Sciences	7,658 My Company Sells Via the Internet 5,332
Plastic/Rubber	12,460 Inorganic Chemistry	11,112 I Buy Via the Internet on Behalf of My Company 8,390
Scientific/Medical/Test Instruments	23,020 Materials Science	20,193
Semiconductor or Electronic Components	16,299 Mechanical Engineering	23,805
Software	14,102 Medical Sciences	6,604
Telecommunications	10,512 Metallurgy	10,120
Textiles	3,157 Nuclear Engineering	1,825
University	8,237 Organic Chemistry	14,220 PC at Home 7,882
Other Electrical/Electronic Equipment	18,198 Physics	17,139 PC at Work 8,673
Other Industry	10,811 Process Control & Monitoring	10,850 CD-ROM Access 8,206
Other Machinery (not computers)	8,907 Software Engineering	11,129 Internet Access 8,559
Internet Usage		
PC User/CD-ROM Access/Internet Access		
Buying Authority*		
Title		
Corporate Level	20,061	Chemicals 42,103
Executive Level	13,138	Chromatography 18,200
Professional Staff Member	18,974	Computers 48,395
Project Level	22,855	Electronic Test & Measurement 48,607
Technical Purchasing Agent	934	Gases 26,485
University/College Faculty	2,725	Instruments 52,999
		Lab Furniture 29,591
		Lab Supplies 41,711
		Laboratory Apparatus 44,311
		Lasers & Electro-Optics 18,051
		Materials 47,171
		Microscopes 28,985
		Sample Preparation Equipment 23,840
		Software 50,618
		Spectroscopy/Spectrometry 21,909
		Vacuum/Thin Film/Cryogenic Equipment 18,498

Source: Publisher's own data

* Multiple Response