DecisionMaker® Research/Laboratory

Marketplace Database

burke advertising

◆ With the *DecisionMaker® Research/Laboratory Marketplace Database* you can reach over 575,000 professionals with specializations such as:
- ◆ Biotechnology
- ◆ Research Development
- ◆ Medical Equipment
- ◆ Pharmaceuticals
- ◆ Test & Measurement
- ◆ And More!

◆ Reach individuals with the authority to purchase:

◆ Board/Card Level Products	◆ Filtration
◆ Chemicals, Gases, Materials	◆ Software
◆ Clean Room Supplies	◆ Laboratory Equipment
◆ Computers	◆ Lasers
◆ Electronic Equipment	◆ Instruments

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: **575,733**

Base Price: **$145/M**

Multi-Channel Pricing

**Mailing/E-Mail: $515/M
Mailing/Telemarketing: $240/M
Mailing/E-Mail/Telemarketing: $615/M**

Size of E-List: **122,604**

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
Area of Work	$15/M
Business Type	$15/M
Buying Authority	$25/M
Canadian Names	$10/M
Employee Size	$10/M
Equipment Used in Laboratory	$15/M
Home Address	n/c
Internet Usage	$20/M
Job Function	$15/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
Telephone Numbers	$60/M

SEE ALSO:
Bioscience Technology
Chemical Equipment
DecisionMaker® Electronics Marketplace Database
DecisionMaker® Manufacturing Marketplace Database
Laboratory Equipment
Lasers & Optronics (Former Subscribers)
Pharmaceutical Laboratory (Former Subscribers)
Pharmaceutical Processing
Research & Development
Scientific Computing & Instrumentation

State	ZIP Code		Individuals
ME	039-049		1,750
NH	030-038		3,450
VT	050-059		1,107
MA	010-027		22,487
RI	028-029		2,156
CT	060-069		9,959
New England		**7.1%**	**40,909**
NY	100-149		32,079
NJ	070-089		28,157
PA	150-196		28,848
Middle Atlantic		**15.5%**	**89,084**
OH	430-458		26,274
IN	460-479		11,870
IL	600-629		29,941
MI	480-499		21,254
WI	530-549		14,294
East North Central		**18.0%**	**103,633**
MN	550-567		12,612
IA	500-528		5,434
MO	630-658		9,587
ND	580-588		1,017
SD	570-577		1,049
NE	680-693		2,869
KS	660-679		4,562
West North Central		**6.4%**	**37,130**
DE	197-199		2,468
MD	206-219		13,700
DC	200-205		2,834
VA	220-246		11,284
WV	247-268		2,026
NC	270-289		12,914
SC	290-299		5,496
GA	300-319		10,442
FL	320-349		16,757
South Atlantic		**13.5%**	**77,921**
KY	400-427		4,656
TN	370-385		7,892
AL	350-369		5,437
MS	386-397		2,491
East South Central		**3.6%**	**20,476**
AR	716-729		2,908
LA	700-714		4,231
OK	730-749		4,046
TX	750-799		29,565
West South Central		**7.1%**	**40,750**
MT	590-599		1,047
ID	832-838		2,475
WY	820-831		599
CO	800-816		8,266
NM	870-884		3,224
AZ	850-865		7,275
UT	840-847		4,342
NV	889-898		2,759
Mountain		**5.2%**	**29,987**
AK	995-999		511
WA	980-994		8,933
OR	970-979		5,618
CA	900-961		77,701
HI	967-968		1,001
Pacific		**16.3%**	**93,764**
United States		**92.7%**	**533,654**
U.S. Territories		**0.2%**	**912**
Canada		**1.7%**	**9,681**
Mexico		**0.1%**	**546**
Other International		**5.4%**	**30,940**
APO/FPO		**—**	**—**
Unknown		**—**	**—**
Total		**100.0%**	**575,733**

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

DecisionMaker® Research/Laboratory
Marketplace Database

Business Type

Automotive	16,572
Aviation/Aerospace Systems	18,769
Biotechnology	79,937
Bulk Prodcts/Raw Material Producers	12,950
Chemicals & Petroleum	50,663
Communications Systems & Equipment	24,694
Computers	13,608
Consulting/Engineering Services	27,894
Electronics	36,997
Energy & Utilities	2,948
Food/Beverage/Tobacco	31,296
Government	15,687
Hospital/Medical/Health Care	8,398
Independent Lab	8,741
Industry/Manufacturing	91,269
Medical Equipment	4,742
Paper & Pulp	6,176
Pharmaceutical	8,471
Plastic & Rubber Products	6,479
Research, Research & Development Centers	59,633
School or University	6,370
Semiconductor & Electronic Components	1,990
Test & Measurement Equipment	1,120

Area of Work

Biological Sciences	41,072
Chemistry	63,280
Computer Science	16,885
Earth/Environmental Sciences	13,452
Electrical/Electronic	28,167
Energy	8,985
Engineering	23,848
Food	5,468
Life Sciences	9,228
Material Sciences	32,676
Medical Sciences	25,067
Nuclear Science	1,983
Pharmaceuticals	22,022
Other Area of Work	19,839

Internet Usage

My Company Buys Via the Internet	218,391
My Company Sells Via the Internet	156,261
I Buy Via the Internet on Behalf of My Company	41,127

Job Function*

Company/Corporate Management	214,530
Consulting	14,272
Design	202,680
Engineering	230,016
IT/MIS/DP	23,898
Laboratory Management	67,809
Production/Manufacturing	66,767
Purchasing	12,523
Quality Control/Quality Assurance	80,083
Research/Research & Development	303,316
Sales & Marketing	17,943
Scientist	40,700
Testing & Evaluation	82,138
University/College Faculty	20,771
Other	45,195

PC User/CD-ROM Access/Internet Access

PC at Home	7,898
PC at Work	58,396
CD-ROM Access	10,617
Internet Access	52,481

Sales Volume

Less than $1 Million	62,016
$1 Million-$9 Million	56,189
$10 Million-$49 Million	38,098
$50 Million-$249 Million	24,725
$250 Million-$1 Billion	10,000
More than $1 Billion	7,327

Equipment Used in Laboratory*

Analyzer	10,205
Chromatography	30,711
Computers & Data Acquisition	3,399
Microscopes	32,100
Sample Preparation	16,365
Spectroscopy/Spectrometry	28,384
Vacuum	29,350

Buying Authority*

Automated Instruments	4,165
Board/Card Level Products	29,314
Chemicals/Gases/Materials	80,346
Clean Rooms/Clean Room Supplies	13,385
Communications Networks	17,681
Components	157,478
Computers/Peripherals/Workstations	141,389
Controllers	82,959
Data Acquisition Hardware/Software	52,557
Electrical/Electronic Equipment & Systems	80,066
Filtration	31,116
Hardware	17,541
Integrated Circuits	32,216
Image Analysis/Processing	4,120
Ingredients/Raw Materials	36,241
Instruments	99,468
Laboratory Equipment/Furniture/Supplies	96,391
Lasers & Electro-Optics	24,798
Material Handling	24,692
Packaging Equipment	60,794
Plant Equipment	13,181
Processing Equipment	48,113
Quality Control/Quality Assurance Equipment	44,879
Sanitation	33,878
Services	32,788
Software	168,394
Test & Measurement	126,573
Tools	25,855
Wireless Technology	4,030

Employee Size

Less than 20	164,340
20-49	67,672
50-99	66,896
100-249	106,547
250-499	61,672
500-999	56,755
1,000 or More	108,116

Source: Publisher's own data
* Multiple Response

SIC Code

15 General Building Contractors	982
16 Heavy Construction Except Building	852
17 Special Trade Contractors	2,044
20 Food & Kindred Products	27,375
22 Textile Mill Products	1,761
24 Lumber & Wood Products	1,011
25 Furniture & Fixtures	1,335
26 Paper & Allied Products	8,978
27 Printing & Publishing	6,615
28 Chemicals & Allied Products	65,534
29 Petroleum & Coal Products	2,926
30 Rubber & Miscellaneous Plastic Products	11,354
32 Stone, Clay & Glass Products	4,875
33 Primary Metal Products	6,484
34 Fabricated Metal Products	14,280
35 Industrial Machinery & Equipment	52,751
36 Electronic & Other Electric Equipment	47,299
37 Transportation Equipment	21,374
38 Instruments & Related Products	38,728
39 Miscellaneous Manufacturing	3,142
42 Trucking & Warehousing	782
48 Communications	1,750
49 Electric, Gas & Sanitary Services	3,348
50 Wholesale Trade – Durable Goods	10,413
51 Wholesale Trade – Non-Durable Goods	4,534
57 Furniture & Home Furnishings	956
58 Eating & Drinking Places	703
59 Miscellaneous Retail	5,342
60 Depository Institutions	767
65 Real Estate	730
73 Business Services	11,590
76 Miscellaneous Repair Services	934
80 Health Services	19,096
82 Educational Services	20,923
83 Social Services	1,073
86 Membership Organizations	1,529
87 Engineering & Management Services	53,554
91 Executive, Legislative & General	5,280
92 Justice, Public Order & Safety	950
94 Administrator of Human Resources	1,917
95 Environmental Quality & Housing	1,596
96 Administration of Economic Programs	3,117
97 National Security & International Affairs	2,237
99 Non-Classifiable Establishment	3,236