

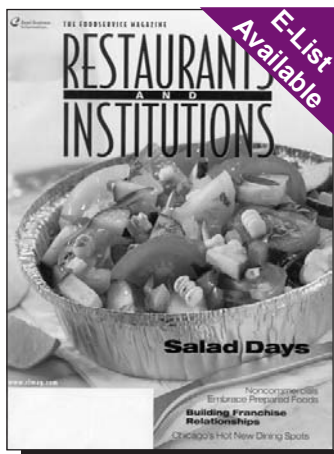
Restaurants & Institutions

GEOGRAPHIC ANALYSIS

Restaurants & Institutions is the only total market publication that reaches commercial and non-commercial establishments, including chain and independent restaurants, hotels, schools, colleges, hospitals, nursing homes, B&I, and contract feeding. Its circulation provides blanket coverage of this \$371 billion industry.

◆ Reach decision-makers with your products and services offers for:

- ◆ Bakery Products
- ◆ Fruits/Vegetables
- ◆ Chemicals/Cleaning Supplies
- ◆ Meat
- ◆ Condiments
- ◆ Non-Alcoholic Beverages
- ◆ Dairy Products
- ◆ Poultry
- ◆ Fats/Oils
- ◆ Soups/Sauces
- ◆ Fish/Seafood
- ◆ Foodservice/Kitchen Equipment
- ◆ China/Silver/Glassware
- ◆ Alcoholic Beverages
- ◆ Paper Goods/Plastic Disposables
- ◆ Computers/POS Systems
- ◆ Cereals/Grains
- ◆ And More!



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

Size of List: 154,105

Base Price: \$135/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Annual Food/Beverage Sales/	
Purchases	\$10/M
Buying Authority	\$25/M
Day Part Served	\$10/M
Market Segment	\$15/M
One Per Location	\$10/M
Ownership/Management Type	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M
What is Served	\$10/M

Multi-Channel Pricing

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

**Size of E-List:
30,188**

**E-List Base Price:
\$435/M**

State	ZIP Code	Individuals
ME	039-049	1,001
NH	030-038	1,006
VT	050-059	587
MA	010-027	4,396
RI	028-029	717
CT	060-069	2,185
New England		6.4% 9,892
NY	100-149	9,325
NJ	070-089	3,975
PA	150-196	7,240
Middle Atlantic		13.3% 20,540
OH	430-458	7,055
IN	460-479	3,447
IL	600-629	6,988
MI	480-499	5,510
WI	530-549	3,947
East North Central		17.5% 26,947
MN	550-567	3,052
IA	500-528	1,915
MO	630-658	3,521
ND	580-588	482
SD	570-577	639
NE	680-693	1,238
KS	660-679	1,711
West North Central		8.1% 12,558
DE	197-199	513
MD	206-219	3,142
DC	200-205	808
VA	220-246	3,955
WV	247-268	910
NC	270-289	4,590
SC	290-299	2,346
GA	300-319	4,390
FL	320-349	9,455
South Atlantic		19.5% 30,109
KY	400-427	2,039
TN	370-385	2,824
AL	350-369	1,980
MS	386-397	1,319
East South Central		5.3% 8,162
AR	716-729	1,181
LA	700-714	2,311
OK	730-749	1,851
TX	750-799	9,732
West South Central		9.8% 15,075
MT	590-599	716
ID	832-838	780
WY	820-831	430
CO	800-816	2,995
NM	870-884	1,023
AZ	850-865	2,563
UT	840-847	1,165
NV	889-898	1,204
Mountain		7.1% 10,876
AK	995-999	216
WA	980-994	2,896
OR	970-979	1,920
CA	900-961	14,315
HI	967-968	480
Pacific		12.9% 19,827
United States	99.9%	153,986
U.S. Territories	0.1%	101
Canada	—	—
Mexico	—	—
Other International	0.0%	1
APO/FPO	0.0%	16
Unknown	0.0%	1
Total	100.0%	154,105

SEE ALSO:

Chain Leader

HOTELS

Foodservice Equipment & Supplies

Prepared Foods

Minimum Order: 5,000 Names

1 year unlimited usage available

Prices subject to change without notice

Call for any additional costs, conditions and terms.

Restaurants & Institutions

Market Segment	Title	Buying Authority*
Headquarter/Office or Chain/ Franchise	Area/Branch/Field Manager/Director/ Supervisor	Alcoholic Beverages 78,452 Bakery Products 121,352
46,703	944	Cereals/Grains 98,967
Independent/Individual Location or Chain/Franchise	Chef/Executive Chef	8,757
71,168	Company Officers	798
	Design Specifiers	801
Commercial	Dietician/Nutritionist/Manager or	China/Silver/Glass 109,026
Business & Industry/Corporate Dining	Director	4,512
3,298	Food & Beverage Director/ Supervisor/Manager	4,196
1,754	Foodservice Director/Supervisor/ Manager	15,101
Contracted by Foodservice Management Firm	2,510	Foodservice Management 4,264
21,653	General Manager/Assistant General Manager	19,178
Fast Food/Quick/Limited Service Restaurant	10,093	1,474
Hotel/Motel/Resort/Casino	1,468	106
Private Club	1,468	2,856
Restaurant: Casual/Theme/Dinner House	52,867	7,131
Restaurant: Fast Food/Quick Service/ Limited Service Restaurant	21,653	1,328
Restaurant: Fine Dining	14,605	25,481
Restaurant: Midscale/Coffee Shop/ Cafeteria	19,540	13,636
		1,622
Non-Commercial		35,949
College/University	6,620	1,236
Hospital/Health Care Center	8,856	202
Retirement Center/Assisted Living/Nursing Home	5,990	3,749
School: Primary/Secondary	6,176	

Buying Authority*

Ownership Type

Annual Food/Beverage Sales

Annual Food/Beverage Purchases

Day Part Served

What is Served

More than \$50,000,000	2,148	Breakfast	71,906	More than \$50,000,000	6,745
\$25,000,000-\$50,000,000	1,277	Brunch	36,642	\$25,000,000-\$50,000,000	3,414
\$10,000,000-\$24,999,999	1,603	Dinner	118,879	\$10,000,000-\$24,999,999	5,291
\$5,000,000-\$9,999,999	2,589	Lunch	124,016	\$5,000,000-\$9,999,999	8,810
\$1,000,000-\$4,999,000	10,325			\$1,000,000-\$4,999,000	51,899
\$500,000-\$999,999	9,534			\$500,000-\$999,999	33,102
\$400,000-\$499,000	4,645			\$400,000-\$499,000	17,011
\$300,000-\$399,000	3,266	American	84,215	\$300,000-\$399,000	351
\$200,000-\$299,999	3,256	Asian	37,059	\$200,000-\$299,999	342
\$100,000-\$199,999	2,684	BBQ	62,301	\$100,000-\$199,999	351
		Baked Goods	55,749	Less than \$100,000	519
		Burgers	78,844		
		Chicken	94,213		
		Coffee	39,750		
		French	33,218		
		Ice Cream	72,098		
		Italian	55,460		
		Mexican	47,775		

Source: Publisher's own data

* Multiple Response