DecisionMaker® Sales & Marketing

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GEOGRAPHIC ANALYSIS

Marketplace Database

Reach over 576,000 sales and marketing professionals with the *DecisionMaker® Sales & Marketing Marketplace Database*.

- These sales and marketing professionals purchase:
 - Advertising
 - Graphic Design Services
 - Association Memberships
 - Laptop Computers
 - Executive Gifts
 - Seminars, Training Programs
 - Premiums & Incentives
 - And More!

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: **576,970**

Base Price: \$140/M

Multi-Channel Pricing

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

Size of E-List: **96,282**

E-List Base Price: \$440/M

Selections (Additional Cost/M)

Geographic Analysis: \$10/M State/Province/SCF \$10/M 5-digit ZIP Code \$10/M **Acquisition Source Business Type** \$15/M Canadian Names \$10/M **Employee Size** \$10/M Fortune 1000 \$15/M Home Address n/c Internet Usage \$20/M Job Function \$15/M Multi-Source \$10/M One Per Location \$10/M PC User/CD-ROM Access/ Internet Access \$10/M Recency \$10/M Sales Volume \$10/M SIC Code \$15/M Specific Title \$15/M Telephone Numbers \$60/M

SEE ALSO:

Advertiser Company Decision Makers Advertising Agency Decision Makers

DecisionMaker® Electronics Marketplace Database

DecisionMaker® IT Marketplace Database

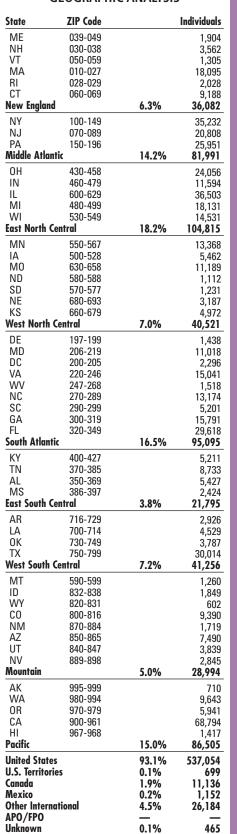
DecisionMaker® Management Marketplace Database

Minimum Order: 5,000 Names

1 year unlimited usage available

Prices subject to change without notice

Call for any additional costs, conditions and terms.



100.0%

576,690



Total

DecisionMaker® Sales & Marketing



Marketplace Database

Job Function*		Title		Business Type	
Architect/Construction	8.479	Account Executive	10,617	Automotive	1,778
Consulting	8,448	Administrator	1,110	Communications	24,607
Corporate Management	164,736	Advisor	1,885	Computers	12,868
Design Engineering	26,126	Agent	1,969	Construction	15,109
Educator		Analyst	1,662	Consulting	6,929
Engineering		Architect	595	Distributor, Broker	15,356
Finance		Assistant	3,877	e-Commerce/Internet Retailer	815
Foodservice	8,006	Associate	2,426	Education	2,052
Information Systems	18,857	Buyer	1,207	Engineering Firm	5,755
Maintenance	5,390	Chairman	1,182	Entertainment/Media	6,991
Manufacturing & Production	23,138	Chemist/Scientist	266	Finance/Insurance/Real Estate	19,833
Middle Management	500,173	Chief Executive	3,103	Financial Institution	5,033
Operations	18,418	Consultant	3,798	Government/Military	3,605
Owner	21,352	Controller	437	Hotels, Motels, Resorts	37,314
Plant	5,346	Coordinator	5,224	Interior Design/Architecture	2,977
Purchasing	27,199	Designer	447	Legal	815
Quality, Quality Control, Quality		Director	61,206	Manufacturing	252,498
Assurance	12,394	Editor/Writer/Librarian	405	Medical/Healthcare	4,409
Research & Development,		Educator	276	Research & Development/	
Laboratory	•	Engineer	10,711	Laboratories	2,176
Sales & Marketing	576,690	Estimator	1,370	Restaurant/Food	4,324
		Leader	244	Retail Trade	8,247
PC User/CD-ROM	Access/	Manager/Head	157,547	Service	26,909
Internet Access		Officer	516	Transportation	10,740
		Owner	11,857	Travel	17,099
PC at Home	4,484		1,333	Utilities	3,678
PC at Work		Planner/Scheduler	416	Utilities/Communications/	
CD-ROM Access	5,466	President	23,933	Transportation	627
Internet Access	45,608	Proprietor/Principal	1,469	Wholesale	4,478
		Representative/Sales	71,244	Wholesale/Retail/Distributor	34,113
Sales Volume		Secretary/Treasurer	1,002		
		Specialist	3,214	Employee Size	
Less than \$1 Million		Superintendent	340		
\$1 Million-\$9 Million		Supervisor	2,505	Less than 20	1,142,452
\$10 Million-\$49 Million		Technologist/Technician		20-49	274,845
\$50 Million-\$249 Million		Vice President	61,853		179,815
\$250 Million-\$1 Billion		Vice President & Chief Officer	122		160,895
More than \$1 Billion	32,804			250-499	64,030
		Internet Usage		500-999	30,557
		My Company Buys Via the Internet	203,178	1,000 or More	50,762
		My Company Sells Via the Internet I Buy Via the Internet on Behalf of	182,715		
		My Company	40,252		

Source: Publisher's own data
* Multiple Response