

School Library Journal

GEOGRAPHIC ANALYSIS

Market directly to school librarians when you use *School Library Journal's* paid circulation list. This list reaches librarians from elementary, junior and senior high schools, public and private universities and specialty libraries.

- ◆ These professionals specify all types of library materials:
 - ◆ Books
 - ◆ Equipment
 - ◆ Audio-Visual Materials
 - ◆ Shelving
 - ◆ Computer Software & Hardware
 - ◆ Office & Maintenance Supplies
 - ◆ Furniture
 - ◆ And More!
- ◆ This list is useful for promoting:
 - ◆ Learning Tools
 - ◆ Services & Library Materials
 - ◆ Seminars



School Library Journal is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 34,585

Base Price: \$110/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
Canadian Names	\$10/M
Recency	\$10/M
SIC Code	\$15/M

SEE ALSO:
Library Journal
Libraries/Librarians

Business Type

Booksellers/Wholesalers	91	Middle/Junior High School	
College & University Libraries	822	Libraries	6,027
Educators/Boards Of Education	1,145	Public Libraries & Systems	5,634
Elementary School Libraries/ Systems	12,281	Publishers	213
Government Library (Federal, State, Local)	154	Special Libraries: Business/ Museum/Hospital	465
High School Libraries & Systems	6,616		
Library Science Students/Faculty	68		

Source: Publisher's own data

State	ZIP Code	Individuals
ME	039-049	316
NH	030-038	282
VT	050-059	205
MA	010-027	1,104
RI	028-029	189
CT	060-069	761
New England		8.3% 2,857
NY	100-149	2,933
NJ	070-089	1,476
PA	150-196	1,515
Middle Atlantic		17.1% 5,924
OH	430-458	1,216
IN	460-479	686
IL	600-629	1,384
MI	480-499	1,085
WI	530-549	995
East North Central		15.5% 5,366
MN	550-567	563
IA	500-528	341
MO	630-658	930
ND	580-588	101
SD	570-577	83
NE	680-693	192
KS	660-679	470
West North Central		7.7% 2,680
DE	197-199	102
MD	206-219	645
DC	200-205	97
VA	220-246	1,122
WV	247-268	88
NC	270-289	1,210
SC	290-299	576
GA	300-319	1,134
FL	320-349	1,372
South Atlantic		18.3% 6,346
KY	400-427	391
TN	370-385	531
AL	350-369	382
MS	386-397	236
East South Central		4.5% 1,540
AR	716-729	239
LA	700-714	544
OK	730-749	307
TX	750-799	3,020
West South Central		11.9% 4,110
MT	590-599	144
ID	832-838	110
WY	820-831	96
CO	800-816	510
NM	870-884	204
AZ	850-865	477
UT	840-847	168
NV	889-898	183
Mountain		5.5% 1,892
AK	995-999	131
WA	980-994	737
OR	970-979	364
CA	900-961	1,951
HI	967-968	101
Pacific		9.5% 3,284
United States		98.3% 33,999
U.S. Territories		0.1% 24
Canada		1.0% 345
Mexico		0.0% 3
Other International		0.6% 213
APO/FPO		— —
Unknown		0.0% 1
Total		100.0% 34,585

Minimum Order: 5,000 Names
1 year unlimited usage available
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