

DecisionMaker® Supply Chain Marketplace Database

DecisionMaker® Supply Chain Marketplace Database is the premier source for finding key professionals in the supply chain industry.

Reach buyers and specifiers at over 254,000 manufacturing locations across the U.S. and Canada.

These key individuals are responsible for purchasing products and services for manufacturing plants, warehouse and distribution centers in a wide range of industries.

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" activity and larger volumes of names.

DecisionMaker® Databases are unique to DM2 and updated every other month. Contact a DM2 Account Executive for up-to-the-minute counts.

Database: Comprised primarily of controlled circulation subscription files, and also includes business directories & database listings and trade show attendee files.

Size of List: 2,027,213

Base Price: \$145/M

Multi-Channel Pricing

Mailing/Telemarketing: \$240/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 |
| Design/Specify for Industry | \$20/M |
| Employee Size | \$10/M |
| Home Address | n/c |
| Internet Usage | \$20/M |
| Job Function | \$15/M |
| Location Square Footage | \$10/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/NAICS Code | \$15/M |
| Telephone Numbers | \$60/M |
| Warehouse Square Footage | \$10/M |

SEE ALSO:

- Industrial Distribution**
- Logistics Management**
- MSI**
- Material Handling Product News**
- Modern Materials Handling**
- Purchasing**
- Warehousing Management (Former Subscribers)**

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 | 9,327 |
| NH | 030-038 | 13,072 |
| VT | 050-059 | 5,212 |
| MA | 010-027 | 66,388 |
| RI | 028-029 | 7,655 |
| CT | 060-069 | 33,004 |
| New England | | 6.6% 134,658 |
| NY | 100-149 | 109,621 |
| NJ | 070-089 | 76,050 |
| PA | 150-196 | 104,085 |
| Middle Atlantic | | 14.3% 289,756 |
| OH | 430-458 | 98,644 |
| IN | 460-479 | 49,101 |
| IL | 600-629 | 111,200 |
| MI | 480-499 | 81,785 |
| WI | 530-549 | 64,735 |
| East North Central | | 20.0% 405,465 |
| MN | 550-567 | 53,459 |
| IA | 500-528 | 29,085 |
| MO | 630-658 | 39,113 |
| ND | 580-588 | 6,179 |
| SD | 570-577 | 6,623 |
| NE | 680-693 | 15,628 |
| KS | 660-679 | 21,027 |
| West North Central | | 8.4% 171,114 |
| DE | 197-199 | 6,002 |
| MD | 206-219 | 39,015 |
| DC | 200-205 | 5,987 |
| VA | 220-246 | 54,543 |
| WV | 247-268 | 9,514 |
| NC | 270-289 | 52,466 |
| SC | 290-299 | 22,796 |
| GA | 300-319 | 51,511 |
| FL | 320-349 | 73,845 |
| South Atlantic | | 15.6% 315,679 |
| KY | 400-427 | 27,042 |
| TN | 370-385 | 37,544 |
| AL | 350-369 | 23,401 |
| MS | 386-397 | 12,290 |
| East South Central | | 4.9% 100,277 |
| AR | 716-729 | 15,943 |
| LA | 700-714 | 17,527 |
| OK | 730-749 | 18,750 |
| TX | 750-799 | 117,303 |
| West South Central | | 8.4% 169,523 |
| MT | 590-599 | 5,360 |
| ID | 832-838 | 9,884 |
| WY | 820-831 | 2,822 |
| CO | 800-816 | 31,704 |
| NM | 870-884 | 8,179 |
| AZ | 850-865 | 25,102 |
| UT | 840-847 | 15,094 |
| NV | 889-898 | 7,387 |
| Mountain | | 5.2% 105,532 |
| AK | 995-999 | 2,733 |
| WA | 980-994 | 35,973 |
| OR | 970-979 | 24,837 |
| CA | 900-961 | 220,827 |
| HI | 967-968 | 3,620 |
| Pacific | | 14.2% 287,990 |
| United States | | 97.7% 1,979,994 |
| U.S. Territories | | 0.1% 1,849 |
| Canada | | 0.9% 17,447 |
| Mexico | | 0.0% 400 |
| Other International | | 1.3% 25,572 |
| APO/FPO | | — |
| Unknown | | 0.1% 1,951 |
| Total | | 100.0% 2,027,213 |

DecisionMaker® Supply Chain Marketplace Database

DecisionMaker® Supply Chain Marketplace Database

SIC Business Type

| | |
|--|---------|
| Manufacturing | |
| 20 Food & Kindred Products | 140,469 |
| 21 Tobacco Products | 2,461 |
| 22 Textile Mill Products | 19,071 |
| 23 Apparel & Other Textile Products | 20,356 |
| 24 Lumber & Wood Products | 29,433 |
| 25 Furniture & Fixtures | 28,203 |
| 26 Paper & Allied Products | 49,872 |
| 27 Printing & Publishing | 84,904 |
| 28 Chemicals & Allied Products | 148,322 |
| 29 Petroleum & Coal Products | 29,144 |
| 30 Rubber & Miscellaneous Plastic Products | 82,319 |
| 31 Leather & Leather Products | 4,822 |
| 32 Stone, Clay & Glass Products | 46,107 |
| 33 Primary Metal Products | 76,483 |
| 34 Fabricated Metal Products | 166,879 |
| 35 Industrial Machinery & Equipment | 380,191 |
| 36 Electronic & Other Electric Equipment | 360,011 |
| 37 Transportation Equipment | 183,024 |
| 38 Instruments & Related Products | 207,979 |
| 39 Miscellaneous Manufacturing | 43,227 |

Non-Manufacturing

| | |
|--|---------|
| 10 Mining | 3,683 |
| 12 Coal Mining | 2,904 |
| 13 Oil & Gas Extraction | 11,538 |
| 14 Non-Metallic Minerals | 48,690 |
| 15 General Building Contractors | 46,449 |
| 16 Heavy Construction (Not Buildings) | 22,498 |
| 17 Special Trade Contractors | 98,302 |
| 40 Railroad Transportation | 4,165 |
| 41 Local & Interurban Passenger Transportation | 14,619 |
| 42 Trucking & Warehousing | 132,199 |
| 43 US Postal Service | 1,921 |
| 44 Water Transportation | 4,019 |
| 45 Transportation by Air | 14,004 |
| 46 Pipelines, except Natural Gas | 2,073 |
| 47 Transportation Services | 48,195 |
| 48 Communications | 168,849 |
| 49 Electric, Gas & Sanitary Services | 62,154 |

Warehouse Square Footage

| | |
|-----------------|---------|
| 1-49,999 | 178,224 |
| 50,000-99,999 | 162,594 |
| 100,000-199,999 | 115,490 |
| 200,000 or More | 171,049 |

| | |
|--|---------|
| 50 Wholesale Trade-Durable Goods | 288,361 |
| 51 Wholesale Trade-Nondurable | 99,439 |
| 52 Building Materials & Garden Supplies | 21,941 |
| 53 General Merchandise Stores | 4,438 |
| 54 Food Stores | 8,230 |
| 55 Auto Dealers & Service Stations | 9,857 |
| 57 Furniture & Home Furnishings | 19,057 |
| 58 Eating & Drinking Places | 4,133 |
| 59 Miscellaneous Retail | 23,110 |
| 60 Depository Institutions | 10,380 |
| 61 Non-Depository Institutions | 4,955 |
| 62 Security & Commodity Brokers | 1,919 |
| 64 Insurance Agents, Brokers Services | 2,258 |
| 65 Real Estate | 6,505 |
| 67 Holding & Other Investment | 29,404 |
| 70 Hotels & Other Lodging | 1,591 |
| 72 Personal Services | 2,516 |
| 73 Business Services | 197,011 |
| 75 Auto Repair, Services & Parking | 11,309 |
| 76 Miscellaneous Repair Services | 13,670 |
| 78 Motion Pictures | 6,111 |
| 79 Amusement & Recreation Services | 6,249 |
| 80 Health Services | 12,826 |
| 82 Educational Services | 27,235 |
| 83 Social Services | 2,562 |
| 86 Membership Organizations | 3,724 |
| 87 Engineering & Management Services | 201,988 |
| 89 Other Services | 4,660 |
| 91 Executive Legislative & General | 17,745 |
| 92 Justice, Public Order & Safety | 3,550 |
| 95 Environmental Quality & Housing | 3,578 |
| 96 Administrator of Economic Programs | 13,973 |
| 97 National Security & International Affairs | 10,968 |
| 99 Non-Classifiable Establishment | 20,672 |

PC User/CD-ROM Access/ Internet Access

| | |
|-----------------|---------|
| PC at Home | 14,996 |
| PC at Work | 233,816 |
| CD-ROM Access | 16,348 |
| Internet Access | 209,336 |

Job Function*

| | |
|---|-----------|
| Administrative | 130,839 |
| Assembly | 50,326 |
| Automation | 978 |
| Consulting | 69,224 |
| Corporate or General Management | 1,163,613 |
| Design Engineering | 283,778 |
| Distributor/Manufacturer Representative | 6,812 |
| Electrical Engineering | 74,431 |
| Engineering | 490,498 |
| Engineering Management | 145,744 |
| Finance/Accounting | 58,745 |
| Human Resources | 15,898 |
| Maintenance | 127,376 |
| Material Handling | 119,791 |
| MIS/Data Processing | 337,229 |
| Packaging | 69,985 |
| Plant Management/Operations | 292,403 |
| Production/Manufacturing | 221,878 |
| Purchasing/Procurement | 159,945 |
| Quality Assurance/Quality Control/Test | 67,939 |
| Research & Development | 136,427 |
| Sales & Marketing | 160,989 |
| Supply Chain | 305,561 |
| Systems Integrator | 88,809 |
| Technical Design/Management/Service | 119,927 |
| Traffic/Distribution | 129,443 |
| Warehousing | 65,994 |

Location Square Footage

| | |
|---------------------|---------|
| Less than 10,000 | 6,571 |
| 10,000 | 18,827 |
| 25,000 | 9,151 |
| 50,000 | 56,040 |
| 100,000 | 79,693 |
| 250,000 | 163,226 |
| 500,000 | 139,533 |
| 1,000,000 | 133,693 |
| 2,000,000 | 21,429 |
| More than 2,000,000 | 89,733 |

Internet Usage

| | |
|--|-----------|
| My Company Buys Via the Internet | 1,126,902 |
| My Company Sells Via the Internet | 1,022,132 |
| I Buy Via the Internet on Behalf of My Company | 197,973 |

Source: Publisher's own data
* Multiple Response

DecisionMaker® Supply Chain Marketplace Database

Design/Specify for Industry*

| | |
|-----------------------------------|---------|
| Aerospace/Defense | 290,745 |
| Appliances/Consumer Products | 337,425 |
| Automotive/Trucks/Off-Highway | 349,497 |
| Communications | 374,745 |
| Computers/Office Machines | 377,105 |
| Industrial Controls/Machine Tools | 427,035 |
| Medical/Healthcare | 255,168 |

Business Type

| | |
|---|---------|
| Aircraft/Guided Missile/Ordnance Manufacturers | 29,098 |
| Automotive & Other Transportation Manufacturers | 79,649 |
| Computer & Data Processing Services | 66,060 |
| Computer Manufacturing | 2,046 |
| Consultant | 9,117 |
| Distributors | 82,250 |
| Electronic Manufacturers | 154,899 |
| Engineering Construction Firms | 74,270 |
| Government & Military | 42,546 |
| Instrument & Control Apparatus Sales/Service | 36,683 |
| Instrumentation & Control Equipment Manufacturer | 66,910 |
| Manufacturer's Representative | 2,304 |
| Manufacturers of Machinery & Equipment for Industry | 287,749 |
| Pharmaceutical Manufacturing | 1,872 |
| Printing | 4,080 |
| Raw Material Processing Industry | 434,893 |
| Research & Development Firms | 12,858 |
| Supply Chain | 389,162 |
| Transportation & Communication Services | 67,362 |
| Utilities/Electric/Gas/Water/Sewer | 35,002 |
| Wireless Technology | 535 |

Employee Size

| | |
|---------------|---------|
| Less than 20 | 570,349 |
| 20-49 | 264,797 |
| 50-99 | 267,072 |
| 100-249 | 400,773 |
| 250-499 | 246,589 |
| 500-999 | 202,676 |
| 1,000 or More | 409,738 |

Buying Authority*

| | | | |
|---|---------|--|---------|
| Abrasives | 14,257 | Lubricants & Other Petroleum Products | 163,723 |
| Adhesives/Fasteners | 77,839 | Maintenance/Sanitation | 124,292 |
| Assembly Components | 116,586 | Material Handling | 290,299 |
| Assembly Tooling & Fixtures | 22,981 | Measuring & Sensing | 79,224 |
| Auto ID/Data Collection | 137,232 | Metals | 135,532 |
| CAD/CAM/CAE/CIM | 162,991 | Motion Control | 87,360 |
| Card-Level Instruments & Buses | 55,365 | Office & Business Machines | 69,316 |
| Chemicals/Gases/Materials | 87,243 | Office Furniture/Supplies | 56,631 |
| Communications Network | 298,482 | Packaging | 206,698 |
| Communications/Microwave Test | 21,189 | Paints/Coatings | 79,295 |
| Computer Components | 166,713 | Peripherals | 276,207 |
| Computer Hardware | 249,787 | Piping, Valves & Fittings | 178,971 |
| Computer Services | 121,379 | Plastics | 139,170 |
| Computers-PCs/Workstations | 321,285 | Pollution Control | 104,441 |
| Connectors/Sockets/Backplanes | 64,469 | Power Supplies | 133,446 |
| Consulting | 94,973 | Printing Equipment & Products | 72,582 |
| Contract Manufacturing | 66,057 | Production/QA/ATE/Test | 75,158 |
| Contractors Supplies & Accessories | 12,171 | PS-Wireless Technology | 152,430 |
| Controllers/Regulators | 133,882 | Pumps | 164,966 |
| Conveyors | 96,648 | Power Transmission Components/Equipment/Systems/Products | 297,636 |
| Data Acquisition Systems/Equipment | 108,371 | QA/QC Instrumentation/Equipment | 78,521 |
| Design Software or Hardware CAD/CAM | 117,048 | Safety Equipment | 178,729 |
| Design/Test/Measurement | 53,776 | Safety/Security | 222,434 |
| ECommerce | 83,108 | Software/Data Analysis Programs | 175,943 |
| Electric Motors & Motor Controls | 136,741 | Software: All Types | 661,551 |
| Electrical/Electronic Equipment & Supplies | 253,596 | Soldering Systems/Equipment/Supplies | 25,250 |
| Electrical/Electronic Equipment | 143,922 | Test Hardware | 46,703 |
| Electromechanical Components | 113,824 | Test Instruments | 209,108 |
| Electronic/Electrical Components | 318,118 | Test/Analysis Services/Consultants | 44,693 |
| Electronics Design Automation (EDA) | 45,941 | Third Party Services/Outsourcing | 103,052 |
| Engineering Equipment | 43,831 | Tools | 173,173 |
| Facilities/Contamination Control | 62,313 | Transportation Equipment & Supplies | 180,032 |
| Fasteners/Cabinets/Enclosures/Hardware | 154,132 | Transportation Services | 206,623 |
| Fastening/Joining/Assembly Systems & Components | 192,916 | Warehousing/Storage | 142,806 |
| Fluid Power/Handling Devices | 161,263 | Weighing/Counting Equipment | 15,600 |
| Form/Fill/Seal Machines & Equipment | 31,164 | Workstations/Hardware | 190,196 |
| HVAC | 96,748 | Other Equipment | 221,494 |
| ICs | 150,689 | | |
| Ingredients/Raw Materials | 46,092 | Sales Volume | |
| Inspection Equipment | 67,258 | Less than \$1 Million | 236,478 |
| Instrument/Controls | 200,565 | \$1 Million-\$9 Million | 231,685 |
| Lasers & Cutting Machines & Equipment | 13,851 | \$10 Million-\$49 Million | 187,649 |
| Lift Trucks | 198,093 | \$50 Million-\$249 Million | 118,912 |
| | | \$250 Million-\$1 Billion | 51,670 |
| | | More than \$1 Billion | 47,624 |

Source: Publisher's own data
* Multiple Response