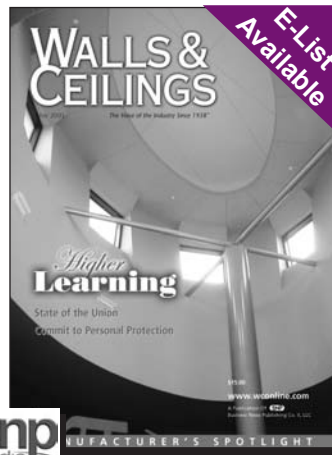


GEOGRAPHIC ANALYSIS

Walls & Ceilings is the wall and ceiling industry's premier publication serving contractors and architects with the latest news and information concerning building methods, technology and regulations in the market.

- ◆ With a direct marketing list from *Walls & Ceilings*, you can reach over 32,000 decision-makers in the wall & ceiling industry.
- ◆ Promote your products to professionals specializing in:
 - ◆ Drywall
 - ◆ Exterior Insulations
 - ◆ Stucco
 - ◆ Metal Framing
 - ◆ Ceilings/Acoustics
 - ◆ Interior Plaster and More!

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



A BNP Media Publication

Size of List: 32,173

Base Price: \$125/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Employee Size	\$10/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Specializes In	\$10/M
Telephone Numbers	\$60/M
Title	\$15/M

Multi-Channel Pricing

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

**Size of E-List:
5,860**

**E-List Base Price:
\$425/M**

State	ZIP Code	Individuals
ME	039-049	120
NH	030-038	234
VT	050-059	64
MA	010-027	597
RI	028-029	115
CT	060-069	408
New England		4.8% 1,538
NY	100-149	1,568
NJ	070-089	766
PA	150-196	1,336
Middle Atlantic		11.4% 3,670
OH	430-458	1,290
IN	460-479	659
IL	600-629	1,191
MI	480-499	1,286
WI	530-549	824
East North Central		16.3% 5,250
MN	550-567	828
IA	500-528	461
MO	630-658	704
ND	580-588	124
SD	570-577	122
NE	680-693	273
KS	660-679	365
West North Central		8.9% 2,877
DE	197-199	89
MD	206-219	577
DC	200-205	30
VA	220-246	720
WV	247-268	99
NC	270-289	965
SC	290-299	385
GA	300-319	923
FL	320-349	2,629
South Atlantic		19.9% 6,417
KY	400-427	307
TN	370-385	540
AL	350-369	373
MS	386-397	184
East South Central		4.4% 1,404
AR	716-729	257
LA	700-714	322
OK	730-749	298
TX	750-799	1,817
West South Central		8.4% 2,694
MT	590-599	217
ID	832-838	336
WY	820-831	92
CO	800-816	755
NM	870-884	211
AZ	850-865	634
UT	840-847	317
NV	889-898	240
Mountain		8.7% 2,802
AK	995-999	84
WA	980-994	966
OR	970-979	640
CA	900-961	3,372
HI	967-968	142
Pacific		16.2% 5,204
United States		99.0% 31,856
U.S. Territories		0.2% 73
Canada		0.7% 240
Mexico		—
Other International		0.0% 1
APO/FPO		0.0% 3
Unknown		—
Total		100.0% 32,173

SEE ALSO:

- Architectural Specifier (Former Subscribers)
- Interior Design
- Professional Builder
- Professional Remodeler
- Reed Construction Data – Architecture Firm Database
- Reed Construction Data – Regional Publication Group

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

Walls & Ceilings

Business Type

Architect	2,500
Contractor	28,020
Dealer/Distributor	1,007
Manufacturer	646

Title

Architect/Specifier/Consultant	1,604
Mechanic/Technician	274
President	25,646
Production/Project Manager	2,502
Supervisor/Superintendent	1,076

Specialize In*

Ceilings/Acoustics	10,991
Drywall	17,362
Fireproofing	5,414
Insulation	7,251
Interior Plaster	8,190
Metal Framing	10,118
Spray Textures/Paint	6,559
Stucco	9,221
Trims/Moldings	5,182
Windows/Doors	5,174

Employee Size

Less than 20	9,472
20-49	1,967
50-99	933
100-249	630
250-499	151
500-999	52
1,000 or More	18

Sales Volume

Less than \$1 Million	7,506
\$1 Million-\$9 Million	3,765
\$10 Million-\$49 Million	712
\$50 Million-\$249 Million	145
\$250 Million-\$1 Billion	39
More than \$1 Billion	12

Source: Publisher's own data

* Multiple Response