

# Warehousing Management

(Former Subscribers)

GEOGRAPHIC ANALYSIS

Direct your sales message to warehouse/distribution center executives - influential buyers who purchase material handling equipment, auto ID equipment, storage equipment and more with a controlled circulation list from *Warehousing Management*.

- ◆ Reach corporate management, operating management and purchasing decision-makers responsible for buying/specifying 90% of products and services in the marketplace.
- ◆ Penetrate the warehousing/distribution center market comprised of 64,000+ locations with 20 or more employees.
- ◆ *Warehousing Management's* list is devoted exclusively to serving the \$150 billion warehouse/distribution center marketplace.
- ◆ Useful for Promoting:
  - ◆ Racks, Pallets & Shelves
  - ◆ Labeling/Packaging Equipment Supplies
  - ◆ Forklifts
  - ◆ Warehouse/DC Management Software & Systems
  - ◆ Bar Coding Systems/Equipment Supplies



*Warehousing Management* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 42,518**

**Base Price: \$130/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Annual Expenditures	\$10/M
Business Type (SIC/NAICS)	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Employee Size	\$10/M
Internet Usage	\$20/M
Recency	\$10/M
Services Purchased	\$20/M
Square Footage	\$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:  
14,866**

**E-List Base Price:  
\$430/M**

State	ZIP Code	Individuals
ME	039-049	187
NH	030-038	202
VT	050-059	101
MA	010-027	1,127
RI	028-029	179
CT	060-069	639
<b>New England</b>		<b>5.7%</b> <b>2,435</b>
NY	100-149	2,216
NJ	070-089	1,794
PA	150-196	2,395
<b>Middle Atlantic</b>		<b>15.1%</b> <b>6,405</b>
OH	430-458	2,346
IN	460-479	1,101
IL	600-629	2,891
MI	480-499	1,455
WI	530-549	1,385
<b>East North Central</b>		<b>21.6%</b> <b>9,178</b>
MN	550-567	939
IA	500-528	597
MO	630-658	898
ND	580-588	153
SD	570-577	114
NE	680-693	375
KS	660-679	450
<b>West North Central</b>		<b>8.3%</b> <b>3,526</b>
DE	197-199	122
MD	206-219	629
DC	200-205	46
VA	220-246	945
WV	247-268	193
NC	270-289	1,325
SC	290-299	571
GA	300-319	1,401
FL	320-349	1,727
<b>South Atlantic</b>		<b>16.4%</b> <b>6,959</b>
KY	400-427	608
TN	370-385	985
AL	350-369	555
MS	386-397	237
<b>East South Central</b>		<b>5.6%</b> <b>2,385</b>
AR	716-729	343
LA	700-714	429
OK	730-749	340
TX	750-799	2,595
<b>West South Central</b>		<b>8.7%</b> <b>3,707</b>
MT	590-599	113
ID	832-838	148
WY	820-831	48
CO	800-816	503
NM	870-884	121
AZ	850-865	426
UT	840-847	313
NV	889-898	246
<b>Mountain</b>		<b>4.5%</b> <b>1,918</b>
AK	995-999	58
WA	980-994	678
OR	970-979	413
CA	900-961	4,051
HI	967-968	90
<b>Pacific</b>		<b>12.4%</b> <b>5,290</b>
<b>United States</b>		<b>98.3%</b> <b>41,803</b>
<b>U.S. Territories</b>		<b>0.2%</b> <b>85</b>
<b>Canada</b>		<b>1.4%</b> <b>614</b>
<b>Mexico</b>		—
<b>Other International</b>		—
<b>APO/FPO</b>		<b>0.0%</b> <b>16</b>
<b>Unknown</b>		—
<b>Total</b>		<b>100.0%</b> <b>42,518</b>

**SEE ALSO:**

- DecisionMaker® Manufacturing Marketplace Database**
- Food Manufacturing**
- Industrial Distribution**
- Logistics Management**
- Material Handling Product News**
- Modern Materials Handling**
- Purchasing**
- World Trade**

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

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SIC Business Type		Buying Authority*		Annual Expenditures	
Manufacturing:		Automated Storage & Retrieval Systems	21,001	Under \$100,000	6,445
20	Food & Kindred Products	3,704	Bar Coding Systems/Equipment	28,460	\$100,000-\$499,999
22	Textile Mill Products	197	Conveyors	23,473	\$500,000-\$999,999
23	Apparel & Other Textile Products	266	Dock Equipment (levelers, doors, etc)	30,725	\$1 Million-\$4,999,999
24	Lumber & Wood Products	208	Fork Lifts	33,831	\$5 Million-\$9,999,999
25	Furniture & Fixtures	311	Labeling/Packaging Equipment & Supplies	33,186	\$10 Million-\$19,999,999
26	Paper & Allied Products	550	Racks, Pallets & Shelves	35,612	More than \$20 Million
27	Printing & Publishing	684	Sanitation Equipment/Systems	18,007	
28	Chemical & Allied Products	1,462	Security Systems	23,084	
30	Rubber & Miscellaneous Plastics	840	Temporary Personnel Services	19,998	
33	Primary Metals	392	Warehouse/DC Management Software & Systems	26,426	
34	Fabricated Metal Products	1,257			
		Square Footage			
35	Industrial Machinery & Equipment	2,988	Less than 50,000	6,686	
36	Electronic & Other Electric Equipment	1,353	50,000-99,999	5,063	
37	Transportation Equipment	803	100,000-499,999	6,885	
38	Instruments & Related Products	836	500,000-999,999	2,452	
39	Miscellaneous Manufacturing	437	1,000,000 or More	2,490	
		Services Purchased*			
Non-Manufacturing:		Air Freight	20,952		
40-47	Transportation/Trucking (Including Public Warehousing & Storage)	4,260	LTL Motor Freight	26,736	
49	Utilities	433	Ocean Freight	12,232	
50-51	Wholesale Trade	9,715	Rail Carriers	11,588	
70-89	Business Services	2,947	Small Package Delivery Services	27,178	
			TL Motor Freight	22,127	
Title		Employee Size			
Corporate Logistics Management	4,331	Less than 20	10,053		
Corporate Management	6,890	20-49	8,541		
Engineering	1,695	50-99	6,954		
Operations/Production Management	20,442	More than 100	15,145		
Purchasing	1,687				
Warehousing Management	7,472				
Internet Usage					
My Company Buys Via the Internet	19,690				
My Company Sells Via the Internet	15,048				
I Buy Via the Internet on Behalf of My Company	16,105				

Source: Publisher's own data

\* Multiple Response