

Wireless Design & Development

Wireless Design & Development's controlled circulation list is your solution for reaching qualified buyers across the wireless design market. These decision-makers are primarily design and development engineers and managers responsible for implementing wireless technology in the electronic original equipment manufacturing (OEM) market.

- ◆ Effectively target the following commercial segments:
 - ◆ Communication Systems & Equipment
 - ◆ Industrial Manufacturing/Processing
 - ◆ Telecommunication Systems & Equipment
 - ◆ Automotive Electronics and Much More!

Wireless Design & Development is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



Size of List: 43,020

Base Price: \$145/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
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

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

**Size of E-List:
28,241**

**E-List Base Price:
\$445/M**

SEE ALSO:

- Design News
- DecisionMaker® Electronics Marketplace Database
- DecisionMaker® Research/Laboratory Marketplace Database
- Electronic Business
- Fiberoptic Product News
- Product Design & Development
- Test & Measurement World
- TWICE
- Wireless Week

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	91
NH	030-038	330
VT	050-059	82
MA	010-027	1,634
RI	028-029	117
CT	060-069	558
New England		6.5% 2,812
NY	100-149	2,520
NJ	070-089	1,787
PA	150-196	1,548
Middle Atlantic		13.6% 5,855
OH	430-458	1,456
IN	460-479	709
IL	600-629	2,223
MI	480-499	1,398
WI	530-549	727
East North Central		15.1% 6,513
MN	550-567	823
IA	500-528	290
MO	630-658	515
ND	580-588	62
SD	570-577	76
NE	680-693	163
KS	660-679	455
West North Central		5.5% 2,384
DE	197-199	61
MD	206-219	1,131
DC	200-205	189
VA	220-246	1,283
WV	247-268	93
NC	270-289	912
SC	290-299	308
GA	300-319	1,064
FL	320-349	2,133
South Atlantic		16.7% 7,174
KY	400-427	309
TN	370-385	541
AL	350-369	432
MS	386-397	176
East South Central		3.4% 1,458
AR	716-729	171
LA	700-714	258
OK	730-749	336
TX	750-799	3,105
West South Central		9.0% 3,870
MT	590-599	73
ID	832-838	175
WY	820-831	41
CO	800-816	816
NM	870-884	281
AZ	850-865	934
UT	840-847	340
NV	889-898	194
Mountain		6.6% 2,854
AK	995-999	46
WA	980-994	990
OR	970-979	554
CA	900-961	8,322
HI	967-968	86
Pacific		23.2% 9,998
United States		99.8% 42,918
U.S. Territories		0.2% 98
Canada		—
Mexico		—
Other International		—
APO/FPO		—
Unknown		0.0% 4
Total		100.0% 43,020

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Business Type		Job Function	
Aerospace	1,210	Management:	
Automotive Electronics	1,431	Corporate	6,020
Cellular Systems & Equipment	2,484	Design/Development Engineering	
Communications Systems & Equipment	7,713	Management	8,831
Computers/Peripherals	440	IS/IT Management	3,253
Consumer Devices/Internet Enabled		Production Engineering	1,776
Appliances	2,203	Research & Development	2,139
Consumer Electronics	286		
Contract Manufacturers	727	Staff:	
Government	2,031	Applications Engineering	1,671
Industrial Manufacturing/Processing	4,549	Design/Development Engineering	8,769
Medical Equipment	1,348	Engineering Services	2,492
Manufacture of Active/Passive		Production Engineering	1,678
Components/Devices	2,672	Research & Development	2,755
Military	1,138		
Research & Development Laboratories	2,181	Other Function:	
Satellite Communications/Telemetry	789	Consultants	2,298
Security Identification	537	Purchasing & Procurement	1,336
Service Providers of Voice, Video, Data			
Communications	2,504		
Telecom Systems & Equipment	3,192		
Telecommunications Service Providers	227	Employee Size	
Test & Measurement Equipment	1,450	Less than 20	16,428
Wireless Broadband Equipment	3,235	20-49	4,349
Wireless Data Services	244	50-99	3,707
		100-499	8,062
		500-999	3,196
		1,000 or More	7,278