

Wireless Week

GEOGRAPHIC ANALYSIS

Wireless Week's controlled circulation is made up of executives, marketers and technical professionals within the wireless market, including:

- ◆ Cellular
- ◆ Wireless PBX & LAN
- ◆ Mobile Radio
- ◆ SMR
- ◆ Satellite
- ◆ Microwave
- ◆ Personal Communication Services
- ◆ Wireless Internet
- ◆ Paging
- ◆ And More!
- ◆ Useful for promoting:
 - ◆ All Types of Wireless Products & Services
 - ◆ Related Books & Subscriptions
 - ◆ Marketing & Communication Seminars & Trade Shows
 - ◆ Technical Education
 - ◆ Financial Services



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

Size of List: 38,404

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
Buying Authority	\$25/M
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/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:
27,084**

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

State	ZIP Code	Individuals
ME	039-049	135
NH	030-038	193
VT	050-059	49
MA	010-027	1,051
RI	028-029	87
CT	060-069	398
New England		5.0% 1,913
NY	100-149	2,128
NJ	070-089	1,797
PA	150-196	1,315
Middle Atlantic		13.6% 5,240
OH	430-458	1,072
IN	460-479	551
IL	600-629	2,145
MI	480-499	811
WI	530-549	569
East North Central		13.4% 5,148
MN	550-567	665
IA	500-528	346
MO	630-658	515
ND	580-588	79
SD	570-577	88
NE	680-693	168
KS	660-679	1,017
West North Central		7.5% 2,878
DE	197-199	61
MD	206-219	822
DC	200-205	259
VA	220-246	1,467
WV	247-268	93
NC	270-289	944
SC	290-299	406
GA	300-319	1,652
FL	320-349	2,264
South Atlantic		20.7% 7,968
KY	400-427	335
TN	370-385	591
AL	350-369	380
MS	386-397	231
East South Central		4.0% 1,537
AR	716-729	210
LA	700-714	420
OK	730-749	373
TX	750-799	2,829
West South Central		10.0% 3,832
MT	590-599	112
ID	832-838	161
WY	820-831	63
CO	800-816	744
NM	870-884	183
AZ	850-865	605
UT	840-847	280
NV	889-898	246
Mountain		6.2% 2,394
AK	995-999	80
WA	980-994	1,518
OR	970-979	457
CA	900-961	5,262
HI	967-968	94
Pacific		19.3% 7,411
United States		99.8% 38,321
U.S. Territories		0.2% 75
Canada		—
Mexico		—
Other International		—
APO/FPO		—
Unknown		0.0% 8
Total		100.0% 38,404

**SEE ALSO:
CED**

**DecisionMaker® Electronics Marketplace Database
Security Distributing & Marketing
TWICE**

Wireless Design & Development

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

Business Type

Buying Authority*

Antenna/Tower Site Management	443	Accessories/Antennas/Batteries/ Mounting Hardware	15,529
Broadband Carrier	284	Activation/Marketing Services	7,810
Cellular Carrier	15,753	Applications/Software/Services	28
Distribution/Manufacturing Representative	694	Billing/Fraud Control/Local Number	
Engineering/Consultation Firm	933	Portability/Roaming/Emergency	5,546
Enterprise User	1,718	Engineering/Consulting/Mapping Services	6,407
Manufacturer of Wireless Hardware/ Software	1,862	Financial/Leasing Services	3,062
Mass Merchandise/Retailer/Reseller	2,210	Fixed Wireless Systems/Equipment	7,389
Paging/Messaging Carrier	1,131	Handheld Devices	10,800
PCS Carrier	5,952	Microwave Equipment	5,104
Wireless ASP/Systems Integrator	692	Pagers	9,722
Wireless Web Site Hosting/Wireless Portal/Software Developer	537	Satellite/Global Positioning Systems/ Services	6,203
Wireless ISP & Other Wireless Data Carrier	2,288	Software Services	10,369
		Test Equipment	9,590
		Towers/Site Structures/Services	7,198
		Two-Way Radios	7,910
		Wireless Internet Access/Services	11,963
Engineering/Technical/Network	9,235	Wireless Internet Content	7,400
Executive/Corporate Management	11,474	Wireless Network Equipment/Services	13,801
General/Operations Management	5,818	Wireless Phones (Cellular, PCS or SMR)	22,709
Marketing/Sales Management	7,554	Wireless Internet Network Equipment & Software	9,340
Purchasing	481		

Title

Internet Usage

Company Buys Via the Internet	7,947
Company Sells Via the Internet	9,707
I Buy Via the Internet on Behalf of My Company	6,596

Source: Publisher's own data

* Multiple Response