

Workhorse

Workhorse (formerly Hard Hat) is a monthly publication featuring used equipment, parts and services. A direct marketing list from Workhorse will reach over 90,000 contractors, dealers, small manufacturers and more!

- ◆ The Workhorse list includes active Reed Construction Data bidders - working contractors in need of equipment.

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



Size of List: **90,562**

Base Price: **\$100/M**

Selections (Additional Cost/M)

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

Multi-Channel Pricing

Mailing/Telemarketing: **\$215/M**

- SEE ALSO:**
- Air Conditioning, Heating & Refrigeration News
 - Building Design & Construction
 - Construction Equipment
 - Consulting-Specifying Engineer
 - Engineered Systems
 - Environmental Design + Construction
 - Reed Construction Data – Contractors
 - Reed Construction Data – Regional Publication Group
 - Stone World

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

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	190
NH	030-038	448
VT	050-059	288
MA	010-027	2,025
RI	028-029	332
CT	060-069	2,042
New England		5.9% 5,325
NY	100-149	4,754
NJ	070-089	2,367
PA	150-196	6,073
Middle Atlantic		14.6% 13,194
OH	430-458	2,142
IN	460-479	2,416
IL	600-629	3,267
MI	480-499	2,129
WI	530-549	1,694
East North Central		12.9% 11,648
MN	550-567	1,818
IA	500-528	1,525
MO	630-658	2,373
ND	580-588	221
SD	570-577	386
NE	680-693	853
KS	660-679	1,442
West North Central		9.5% 8,618
DE	197-199	291
MD	206-219	690
DC	200-205	28
VA	220-246	1,415
WV	247-268	223
NC	270-289	1,495
SC	290-299	1,744
GA	300-319	848
FL	320-349	2,622
South Atlantic		10.3% 9,356
KY	400-427	953
TN	370-385	2,279
AL	350-369	1,520
MS	386-397	917
East South Central		6.3% 5,669
AR	716-729	957
LA	700-714	982
OK	730-749	1,746
TX	750-799	5,088
West South Central		9.7% 8,773
MT	590-599	864
ID	832-838	860
WY	820-831	190
CO	800-816	1,117
NM	870-884	733
AZ	850-865	1,678
UT	840-847	1,199
NV	889-898	5,148
Mountain		13.0% 11,789
AK	995-999	270
WA	980-994	1,705
OR	970-979	1,287
CA	900-961	12,680
HI	967-968	172
Pacific		17.8% 16,114
United States		99.9% 90,486
U.S. Territories		0.1% 73
Canada		—
Mexico		—
Other International		—
APO/FPO		—
Unknown		0.0% 3
Total		100.0% 90,562

Employee Size

Less than 20	45,090
20-49	10,543
50-99	4,198
100-249	2,160
250-499	509
500-999	161
More than 1,000	95

Sales Volume

Less than \$1 Million	31,778
\$1 Million-\$9 Million	19,095
\$10 Million-\$49 Million	4,866
\$50 Million-\$249 Million	1,061
\$250 Million-\$1 Billion	138
More than \$1 Billion	57