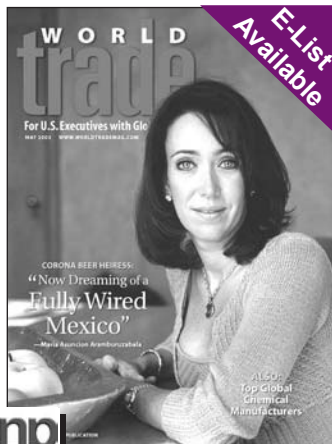


World Trade

For more than a decade, *World Trade* has addressed a growing audience of American manufacturers actively involved in trade — the fastest growing segment in the U.S. economy.

- ◆ With a direct marketing list from *World Trade*, you can reach over 75,000 professionals actively involved in import/export.
- ◆ Use a *World Trade* list for promoting products such as:
 - ◆ Business/Professional Services
 - ◆ International Banking & Finance
 - ◆ Telecommunications
 - ◆ Economic Development
 - ◆ Computers, Logistics Software & Technology
 - ◆ Transportation Services/Logistics
 - ◆ Translation/Education



A BNP Media Publication

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

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	247
NH	030-038	366
VT	050-059	137
MA	010-027	1,753
RI	028-029	325
CT	060-069	1,236
New England		5.4% 4,064
NY	100-149	6,699
NJ	070-089	2,756
PA	150-196	3,767
Middle Atlantic		17.5% 13,222
OH	430-458	3,900
IN	460-479	1,706
IL	600-629	4,765
MI	480-499	2,414
WI	530-549	2,351
East North Central		20.0% 15,136
MN	550-567	1,520
IA	500-528	756
MO	630-658	1,595
ND	580-588	102
SD	570-577	148
NE	680-693	376
KS	660-679	615
West North Central		6.7% 5,112
DE	197-199	167
MD	206-219	920
DC	200-205	120
VA	220-246	1,393
WV	247-268	220
NC	270-289	2,330
SC	290-299	946
GA	300-319	2,252
FL	320-349	4,729
South Atlantic		17.3% 13,077
KY	400-427	890
TN	370-385	1,380
AL	350-369	970
MS	386-397	470
East South Central		4.9% 3,710
AR	716-729	537
LA	700-714	692
OK	730-749	603
TX	750-799	4,409
West South Central		8.2% 6,241
MT	590-599	114
ID	832-838	238
WY	820-831	45
CO	800-816	764
NM	870-884	168
AZ	850-865	855
UT	840-847	469
NV	889-898	292
Mountain		3.9% 2,945
AK	995-999	54
WA	980-994	1,402
OR	970-979	913
CA	900-961	9,556
HI	967-968	190
Pacific		16.0% 12,115
United States		99.8% 75,622
U.S. Territories		0.1% 90
Canada		0.0% 14
Mexico		0.0% 2
Other International		0.0% 33
APO/FPO		0.0% 7
Unknown		— —
Total		100.0% 75,768

Size of List: **75,768**

Base Price: **\$135/M**

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Employee Size	\$10/M
One Per Location	\$10/M
Recency	\$10/M
Region of Business	\$10/M
Sales Volume	\$10/M
Services Used	\$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:
14,143

E-List Base Price:
\$435/M

- SEE ALSO:**
- Appliance Manufacturer Assembly
 - Commercial Carrier Journal Quality
 - Warehousing Management (Former Subscribers)

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

<u>Business Type</u>	<u>Region of Business *</u>	
Automotive/Vehicles/Parts	4,397	Africa 3,498
Aviation/Aerospace/Related Products	1,648	Asia 8,261
Biotech/Pharmaceutical	2,497	Canada 8,809
Chemicals/Petroleum	3,907	Central America/Caribbean 5,787
Electronic/Electrical/Testing/ Telecommunications	7,034	East North Central 267
Environmental/Waste Management	1,019	East South Central 243
Food/Related Products	5,983	Europe/Mediterranean 8,434
Freight Forwarder/Custom Broker	3,007	Mexico 8,471
High-Tech/Computer/Hardware/ Software	4,715	Mid-Atlantic 241
Import/Export Firms	6,554	Middle East 4,741
Insurance/Financial	1,140	Mountain 210
Machinery	5,938	New England 238
Metal Products/Fabricating	8,268	Pacific 254
Plastics/Rubber	3,773	South America 6,961
Textile/Apparel	4,423	South Atlantic 246
Transportation Service/Logistics	2,401	South Pacific 5,259
Wood/Paper	6,085	West North Central 228
		West South Central 237

<u>Title</u>	<u>Services Used *</u>	
CCO/Senior Manager/Other		Banking/Finance 4,979
International Sales/Marketing/ Program Manager	13,324	Cargo/Shipping/Logistics 8,629
CEO/Chairman/President/Owner/ Partner	30,106	Computer/Software 5,616
CFO/Controller/Treasurer/Senior Finance Manager	3,863	Consulting 2,890
CIO/CTO/CSO/Technical Senior Manager, Director	5,566	Education 2,775
CLO/Senior Logistics, Transportaiton/ Distribution	1,056	Insurance 3,474
COO/Senior Vice President/Vice President/Director/Manager of Import/Export	10,108	Logistics Services 4,672
		Logistics Software 2,572
		Relocation/Expansion 1,798
		Telecommunications 4,387
		Testing/Certification 2,690
		Travel 6,505
		Web Based Services 4,360

<u>Employee Size</u>	<u>Sales Volume</u>	
Less than 10	14,280	Less than \$1 Million 5,575
10-49	12,964	\$1 Million-\$9 Million 8,826
50-99	9,440	\$10 Million-\$49 Million 5,960
100-499	15,923	\$50 Million-\$249 Million 3,006
500-999	5,177	\$250 Million-\$1 Billion 1,244
1,000 or More	15,743	More than \$1 Billion 799

Source: Publisher's own data

* Multiple Response