eCommerce Business

(Former Subscribers)

eCommerce Business provides information that helps top-level executives implement successful e-commerce strategies by providing insightful information about the rapidly changing environment spanning online retailing, business-to-business e-commerce, mobile (wireless) commerce, business-to-government commerce, and supporting services and technologies.

- ◆ *eCommerce Business* covers a wide array of markets including:
  - ◆ Computer
  - ◆ Retail
  - ◆ Finance/Insurance/Real Estate
  - ◆ Utilities/Communication/Transportation
  - ◆ Manufacturing
  - ◆ Wholesale/Distribution

When you deliver your message to *eCommerce Business* subscribers, you reach an audience of top tier professionals who are responsible for strategic business decisions relating to the Internet.

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

E-List Available

eCOMMERCE BUSINESS
The interview: Eastman's Mark Klopp
E-commerce consultants up the ante
Gripe sites: Feeding on problems
Turning linear supply chains into networks
Hot Button: B2B catalog headaches
Gotcha!
Consortia stole B2B E-markets ...Now what?
www.eCommerceBusinessDaily.com

Size of List: 71,561

Base Price: $175/M

Selections
(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	$10/M
5-digit ZIP Code	$10/M
Acquisition Source	$10/M
Annual Revenue	$10/M
Business Type	$15/M
Employee Size	$10/M
Internet Usage	$20/M
One Per Location	$10/M
Recency	$10/M
Sales Volume	$10/M
SIC Code	$15/M
Telephone Numbers	$60/M
Title	$15/M
Utilize the Internet For	$10/M

Multi-Channel Pricing

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

Size of E-List:
14,241

E-List Base Price:
$475/M

SEE ALSO:
DecisionMaker® IT Marketplace Database

GEOGRAPHIC ANALYSIS

State	ZIP Code		Individuals
ME	039-049		294
NH	030-038		532
VT	050-059		180
MA	010-027		3,060
RI	028-029		366
CT	060-069		1,541
New England		**8.3%**	**5,973**
NY	100-149		5,893
NJ	070-089		3,247
PA	150-196		3,863
Middle Atlantic		**18.2%**	**13,003**
OH	430-458		3,252
IN	460-479		1,368
IL	600-629		4,116
MI	480-499		2,353
WI	530-549		1,797
East North Central		**18.0%**	**12,886**
MN	550-567		1,789
IA	500-528		668
MO	630-658		1,369
ND	580-588		109
SD	570-577		125
NE	680-693		423
KS	660-679		635
West North Central		**7.2%**	**5,118**
DE	197-199		183
MD	206-219		1,453
DC	200-205		382
VA	220-246		2,013
WV	247-268		197
NC	270-289		1,879
SC	290-299		678
GA	300-319		2,018
FL	320-349		3,404
South Atlantic		**17.1%**	**12,207**
KY	400-427		650
TN	370-385		1,148
AL	350-369		718
MS	386-397		263
East South Central		**3.9%**	**2,779**
AR	716-729		311
LA	700-714		436
OK	730-749		459
TX	750-799		3,783
West South Central		**7.0%**	**4,989**
MT	590-599		134
ID	832-838		233
WY	820-831		63
CO	800-816		1,198
NM	870-884		221
AZ	850-865		883
UT	840-847		506
NV	889-898		250
Mountain		**4.9%**	**3,488**
AK	995-999		58
WA	980-994		1,219
OR	970-979		755
CA	900-961		8,912
HI	967-968		139
Pacific		**15.5%**	**11,083**
United States		**100.0%**	**71,526**
U.S. Territories		**0.0%**	**27**
Canada		**—**	**—**
Mexico		**—**	**—**
Other International		**—**	**—**
APO/FPO		**—**	**—**
Unknown		**0.0%**	**8**
Total		**100.0%**	**71,561**

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

eCommerce Business

(Former Subscribers)

burke advertising

Title

Advertising/Sales/Public Relations Management	2,308
Customer Service/Customer Acquisition/ Database Management	744
Executive/Corporate Management	47,469
Information Technology Management	4,888
Marketing/Research Management	3,646
Merchandising, Purchasing, Supply Chain	1,645
Operations, Traffic, Distribution, Finance, Human Resources	2,299
Product/Brand/Category Management	943
Strategic/Business Development/ Partnership Management	2,009
Website/Content/Editorial/Design/ Creative	1,387
Other Organizational Management	2,376

Sales Volume

Less than $1 Million	12,355
$1 Million-$9 Million	13,997
$10 Million-$49 Million	9,292
$50 Million-$249 Million	4,590
$250 Million-$1 Billion	1,891
More than $1 Billion	1,771

Utilize the Internet for*

Advertising/Marketing/Lead Generation	42,110
Archiving/Cataloging	16,740
Customer Service	47,210
e-Commerce	49,855
Employee Relations/Intranet	31,885
Publishing/Content/Media	25,458
Telephony/Video Communications	17,080
Vendor/Supplier Relations	38,797

Annual Revenue

Less than $10 Million	21,857
$10 Million-$49.9 Million	11,602
$50 Million-$99.9 Million	4,878
$100 Million-$499.9 Million	6,579
$500 Million-$999.9 Million	3,003
More than $1 Billion	9,293

Business Type

Advertising/Public Relations/Marketing	1,778
Aerospace	232
Arts/Entertainment/Recreation	1,229
Catalog/Mail Order	2,196
Commercial/Internet Online Service	634
Communication/Telecommunication	4,113
Construction	1,252
Consulting	1,905
e-Tail/e-Commerce	1,503
Education/Training	589
Engineering/Architecture/Design	1,232
Finance/Investment/Banking	3,538
Government	897
Healthcare	1,533
Hospitality/Travel/Accommodations	363
Internet Information Site	351
Internet Service Provider	706
Legal/Accounting/Real Estate/Insurance	2,045
Manufacturing	20,161
Media/Publishing/Broadcasting	2,096
Portal Site/Internet Community Aggregator	444
Restaurant/Food Service	361
Retail	6,339
Scientific/Research	557
Software Design	3,586
Transportation	1,086
Utility	364
Web Designer/Developer	981
Wholesale/Distribution	7,306

Internet Usage

My Company Buys Via the Internet	44,479
My Company Sells Via the Internet	35,279
I Buy Via the Internet on Behalf of My Company	38,914

Employee Size

Less than 20	21,228
20-49	8,686
50-99	6,622
100-249	8,193
250-499	3,720
500-999	2,180
More than 1,000	2,097

Source: Publisher's own data
* Multiple Response