EDN

Target more than 134,000 engineering decision-makers in North America responsible for electronics expenditures in the $1.2 trillion electronics OEM marketplace with a controlled circulation list from *EDN* magazine.

◆ Reach more Design & Development Engineers, Managers, Technical Services Professionals, R&D Staff, Manufacturing and Production Managers, and Corporate Management Professionals who have audited authority to recommend, specify or authorize the purchase of your products.

◆ *EDN* covers more than 60,000 sites in North America.

◆ This powerful marketing tool is ideal for promoting many products such as:
- ◆ IC's
- ◆ Computers
- ◆ Computer Boards & Peripherals
- ◆ Embedded Systems, Components, Software & Tools
- ◆ Test & Measurement Equipment
- ◆ Components
- ◆ EDA Tools
- ◆ And Much More!

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

Size of List: 134,024

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
Canadian Names	$10/M
Employee Size	$10/M
Internet Usage	$20/M
Job Function	$15/M
One Per Location	$10/M
Recency	$10/M
SIC Code	$15/M
Telephone Numbers	$60/M
Type of Design	$10/M

Multi-Channel Pricing

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

Size of E-List: 48,652

E-List Base Price: $445/M

SEE ALSO:
CircuiTree
DecisionMaker® Electronics Marketplace Database
Design News
ECN
Electronic Business
Electronic News (Former Subscribers)
Electronic Packaging & Production (Former Subscribers)
Semiconductor International
Test & Measurement 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		360
NH	030-038		1,173
VT	050-059		284
MA	010-027		5,998
RI	028-029		496
CT	060-069		2,319
New England		**7.9%**	**10,630**
NY	100-149		6,801
NJ	070-089		4,538
PA	150-196		5,681
Middle Atlantic		**12.7%**	**17,020**
OH	430-458		5,318
IN	460-479		2,618
IL	600-629		6,762
MI	480-499		4,691
WI	530-549		3,057
East North Central		**16.7%**	**22,446**
MN	550-567		3,329
IA	500-528		1,062
MO	630-658		1,646
ND	580-588		176
SD	570-577		254
NE	680-693		575
KS	660-679		1,080
West North Central		**6.1%**	**8,122**
DE	197-199		255
MD	206-219		2,878
DC	200-205		307
VA	220-246		2,706
WV	247-268		295
NC	270-289		2,671
SC	290-299		1,105
GA	300-319		2,175
FL	320-349		4,789
South Atlantic		**12.8%**	**17,181**
KY	400-427		900
TN	370-385		1,496
AL	350-369		1,379
MS	386-397		506
East South Central		**3.2%**	**4,281**
AR	716-729		481
LA	700-714		628
OK	730-749		926
TX	750-799		8,282
West South Central		**7.7%**	**10,317**
MT	590-599		205
ID	832-838		625
WY	820-831		121
CO	800-816		2,622
NM	870-884		904
AZ	850-865		2,811
UT	840-847		1,130
NV	889-898		465
Mountain		**6.6%**	**8,883**
AK	995-999		41
WA	980-994		2,573
OR	970-979		1,853
CA	900-961		24,984
HI	967-968		107
Pacific		**22.1%**	**29,558**
United States		**95.8%**	**128,438**
U.S. Territories		**0.0%**	**59**
Canada		**4.1%**	**5,507**
Mexico		—	—
Other International		—	—
APO/FPO		**0.0%**	**20**
Unknown		—	—
Total		**100.0%**	**134,024**

Buying Authority*

Communications:		Physical Layout Tools	24,267
LAN Hardware/Software	48,648	Synthesis	9,003
Modems	43,309	Testbench Development	11,782
WAN Hardware/Software	32,802	Workstation Based Tools	12,103
Components:		Embedded Development Tools:	
Circuit Protection Devices	62,798	Compilers/Cross	
Display Devices	58,438	Compilers/Interpreters	35,601
Fiberoptics & Optoelectronics	48,392	Debuggers	37,519
Microwave Devices	29,788	Device/Logic Programmers	37,304
Motors & Fans	58,440	Emulators	38,322
Relays, Switches & Keyboards	69,279	Programming Lang/Tools	44,695
Resistors, Capacitors & Pots	72,630	Real-Time Operating System	36,904
Sensors & Transducers	60,155		
Transformers, Inductors, Chokes &		IC's & Semiconductors:	
Filters	63,468	32-bit uPs/uCs	40,021
		4/8/16 bit uPs/uCs	47,652
Computer Boards:		A/D, D/A Converters	54,293
Computer Boards	38,291	ASICs	29,626
I/O Boards	43,194	Communication ICs	46,568
Imaging & Graphic Boards	30,303	DRAMs	42,633
Memory Boards	35,711	Digital Signal Processors	43,352
PC Cards	36,513	FPGAs	36,305
Single Board Computers	38,954	Full Custom ICs	20,521
		Gate Arrays	27,830
Computer Peripherals:		Megacell Functions	16,670
CD-ROM Readers	46,926	Mixed-Signal ICs	41,787
CRTS/Monitors/Displays/Terminals	49,581	Nonvolatile Memory	44,275
Communications Systems Equipment	44,309	OP Amps	53,843
Disk/Tape Drives	44,379	Power Semiconductors	51,260
PCMCIA Cards	42,165	Programmable Logic ICs (PLDs)	42,299
		RF/Microwave ICs	24,517
Computers/Software:		SRAMs	45,861
Engineering Workstations	56,147	Standard Logic ICs	52,712
PCs (Desktop, Laptop)	79,042	Video/Graphics/Imaging ICs	29,192
EDA/CAE:		Interconnection & Packaging:	
Analog Simulation and Analysis	16,118	Connectors, Sockets, Backplanes	64,202
CASE Tools	14,163	Enclosures (Cabinets/Hardware)	54,593
Design Analysis/Simulation Tools	12,942	Printed Circuits	52,924
Design Closure	5,870	Wire, Cable, Optical Fiber	60,538
Design Entry	24,194		
Digital Simulation and Analysis	16,490	Power Sources:	
Formal Verification	6,526	Batteries	61,890
Hardware/Software Co-Design	13,524	Power Supplies	78,772
HOL/VERILOG-Based Tools	8,542		
IC Design Tools	20,340	Services:	
PAL/PLD/FPGA Tools/Programmers	23,248	Contract Assembly/Test	30,852
PC Based Tools	14,952	Design Services	31,872
PCB Design, Simulation and Analysis		Distributer Services	21,048
Tool	34,215	IC Foundry	15,077

Test & Measurement:	
Automatic Test Equipment	48,397
Communications/Test Equipment	47,531
Data Acquisition Hardware/Software	55,834
Logic/Waveform Analyzers	55,075
Oscilloscopes	69,920
Waveform/Function Generators	53,911

Internet Usage*

My Company Buys Via the Internet	58,930
My Company Sells Via the Internet	35,319
I Buy Via the Internet on Behalf of	
My Company	43,946

Job Function

Engineering Staff	61,967
Executive Management	21,826
Research & Development	
Engineering	12,872
Research & Development	
Management	6,240
Section/Project Management	16,131
Technical Services Staff	7,232
Technical Services Management	7,756

Employee Size

Less than 10	17,796
10-19	9,212
20-49	12,882
50-99	12,997
100-249	19,897
250-499	15,344
500-999	13,858
More than 1,000	31,401

Type of Design

Analog Design	41,402
Automotive Electronics Design	5,328
Communications Design	20,505
Digital Design	45,201
Embedded Systems Design	23,061
Software Design	28,411
Systems Design	36,081

EDN

Business Type

Business Type	
Automotive/Ground Vehicles	5,345
Avionics, Aircraft, Military/Aerospace	11,892
CAE, CAD, CAM Systems	475
Cellular/Consumer Phones, PCs, Pagers	1,994
Communications Systems & Equipment	2,833
Computer Peripherals	3,511
Computer Systems Integrator	391
Consumer Electronics	7,595
Contract Manufacturers	4,757
Data Communications Systems & Equipment	651
EDA tools	747
Electronic Instruments	7,907
ICs & Semiconductors	6,464
Independent/Academic R&D Labs	2,182
Industrial Controls	18,923
LANS, WANS Hardware/Software	1,773
Mainframes & Supercomputers	2,493
Medical Devices	4,872
Multimedia Systems & Components	1,321
Network Related Hardware/Software	7,627
Office & Business Machines	411
Passive Components	1,485
PCs, Workstations & Servers	587
PDAs & Handheld Units	636
Personal Computers	2,903
Real Time OS/Development Tools	654
RF & Microwave Systems	3,517
Software & Algorithm Tools	3,182
Wired, Wireless, Fiberoptic Networks	5,587
Workstations, Midrange Computers & Servers	2,644
Other Communications Systems	9,635
Other Computer Systems	4,121
Other Electronic Components	2,096
Other Manufacturers Incorporating Electronics	1,680