

# Quality

## GEOGRAPHIC ANALYSIS

Direct your sales message to manufacturing's top decision-makers for quality assurance/control equipment, quality software and related services with a controlled circulation list from *Quality* magazine.

- ◆ Reach the executives, quality managers/ engineers and technologists with ultimate responsibility for quality and reliability for all types of consumer and industrial products and services – a total buying power of over \$4 billion.
- ◆ Areas of involvement & buying interest include:
  - ◆ Quality Assurance
  - ◆ ISO/QS 9000 Certification
  - ◆ Manufacturing Engineering
  - ◆ Automatic Test Equipment
  - ◆ Test & Inspection
  - ◆ Reliability Engineering
- ◆ Use a *Quality* list for promoting products such as:
  - ◆ Test & Measurement Equipment
  - ◆ Optical Equipment & Accessories
  - ◆ Computers & Other Data Acquisition Equipment
  - ◆ Process Control Equipment
  - ◆ Laboratory Equipment
  - ◆ Statistical/Analytical Software



A BNP Media Publication

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

**Size of List: 64,032**

**Base Price: \$125/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type (SIC/NAICS)	\$15/M
Buying Authority	\$25/M
Employee Size	\$10/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/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:  
18,470**

**E-List Base Price:  
\$425/M**

### SEE ALSO:

**Adhesives & Sealants Industry**  
**Appliance Manufacturer**  
**Assembly**  
**Ceramic Industry**  
**CircuitTree**  
**Control Engineering**  
**EDN**  
**Industrial Maintenance & Plant Operation**  
**Industrial Paint & Powder**  
**MSI**

**Paint & Coatings Industry**  
**Pharmaceutical Processing**  
**Plant Engineering**  
**Pollution Engineering**  
**Process Cooling & Equipment (Former Subscribers)**  
**Process Heating**  
**Stone World**  
**World Trade**

State	ZIP Code	Individuals
ME	039-049	212
NH	030-038	554
VT	050-059	159
MA	010-027	2,096
RI	028-029	304
CT	060-069	1,666
<b>New England</b>		<b>7.8% 4,991</b>
NY	100-149	3,057
NJ	070-089	1,445
PA	150-196	3,665
<b>Middle Atlantic</b>		<b>12.8% 8,167</b>
OH	430-458	5,372
IN	460-479	2,900
IL	600-629	4,861
MI	480-499	4,620
WI	530-549	2,842
<b>East North Central</b>		<b>32.2% 20,595</b>
MN	550-567	1,899
IA	500-528	960
MO	630-658	1,303
ND	580-588	121
SD	570-577	180
NE	680-693	394
KS	660-679	682
<b>West North Central</b>		<b>8.7% 5,539</b>
DE	197-199	116
MD	206-219	671
DC	200-205	11
VA	220-246	1,006
WV	247-268	190
NC	270-289	1,745
SC	290-299	983
GA	300-319	1,008
FL	320-349	1,664
<b>South Atlantic</b>		<b>11.5% 7,394</b>
KY	400-427	946
TN	370-385	1,280
AL	350-369	711
MS	386-397	375
<b>East South Central</b>		<b>5.2% 3,312</b>
AR	716-729	468
LA	700-714	294
OK	730-749	586
TX	750-799	3,040
<b>West South Central</b>		<b>6.9% 4,388</b>
MT	590-599	55
ID	832-838	156
WY	820-831	24
CO	800-816	653
NM	870-884	174
AZ	850-865	763
UT	840-847	452
NV	889-898	141
<b>Mountain</b>		<b>3.8% 2,418</b>
AK	995-999	16
WA	980-994	727
OR	970-979	583
CA	900-961	5,683
HI	967-968	8
<b>Pacific</b>		<b>11.0% 7,017</b>
<b>United States</b>		<b>99.7% 63,821</b>
<b>U.S. Territories</b>		<b>0.1% 44</b>
<b>Canada</b>		<b>0.3% 165</b>
<b>Mexico</b>		<b>—</b>
<b>Other International</b>		<b>—</b>
<b>APO/FPO</b>		<b>0.0% 2</b>
<b>Unknown</b>		<b>—</b>
<b>Total</b>		<b>100.0% 64,032</b>

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>Title</u>	<u>SIC Business Type</u>	
Engineering/Technical	3,500	25 Furniture & Fixtures 527
Management: CEO, President, Partner	10,004	30 Rubber & Miscellaneous Plastics 3,879
Manufacturing/Operations	9,199	33 Primary Metals 3,607
Manufacturing/Engineering	13,510	34 Fabricated Metal Products 10,006
Purchasing	544	35 Industrial Machinery & Equipment 19,000
Quality/Product Assurance	24,881	36 Electronic & Other Electric Equipment 10,004
Research & Development	1,215	37 Transportation Equipment 9,010
		38 Instrumentation 6,490
		39 Miscellaneous Manufacturing 1,509
<b>Buying Authority*</b>		
Automatic Gaging Equipment	29,388	
Calibration Equipment & Service	31,356	
Color Measurement & Appearance Equipment	14,310	
Coordinate Measuring Machines	26,546	
Data Collection/Acquisition	30,192	
Form Measurement Equipment	23,428	
Handheld Gages	41,411	
Linear Measurement Equipment	29,774	
Materials Test	28,992	
Non-Contact Inspect/Measurement	25,960	
Non Destructive Test	23,017	
Production Equipment	27,833	
Quality Software-SPC, SQC	32,777	
Registration & Certification Services	24,406	
Surface Analysis Equipment	26,124	
		<b>Employee Size</b>
		Less than 20 7,850
		20-49 5,859
		50-99 5,628
		100-249 7,915
		250-499 4,479
		500-999 2,885
		1,000 or More 2,244
		<b>Sales Volume</b>
		Less than \$1 Million 4,365
		\$1 Million-\$9 Million 9,670
		\$10 Million-\$49 Million 6,674
		\$50 Million-\$249 Million 3,286
		\$250 Million-\$1 Billion 909
		More than \$1 Billion 669

Source: Publisher's own data

\* Multiple Response