

Target decision-makers in the consumer electronics marketplace with a controlled circulation list from *TWICE* (This Week In Consumer Electronics).

- ◆ Reach top retail executives, owners, vice presidents, general managers, buyers, merchandise and sales managers, many of which have the authority to purchase products and services.
- ◆ *TWICE* covers a wide variety of retail stores that sell consumer electronics, personal computers and major appliances, as well as distributors and manufacturer's representatives.

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



Size of List: **20,665**

Base Price: **\$130/M**

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Annual Sales Volume	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$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:
10,062

E-List Base Price:
\$430/M

SEE ALSO:

CircuiTree

DecisionMaker® Electronics Marketplace Database

DecisionMaker® IT Marketplace Database

Electronic Business

Electronic Packaging & Production (Former Subscribers)

Lasers & Optronics (Former Subscribers)

Semiconductor International

Test & Measurement World

Wireless Week

Wireless Design & Development

World Trade

State	ZIP Code	Individuals
ME	039-049	81
NH	030-038	121
VT	050-059	44
MA	010-027	565
RI	028-029	48
CT	060-069	308
New England		5.6%
NY	100-149	1,481
NJ	070-089	898
PA	150-196	771
Middle Atlantic		15.2%
OH	430-458	716
IN	460-479	380
IL	600-629	1,014
MI	480-499	553
WI	530-549	433
East North Central		15.0%
MN	550-567	781
IA	500-528	235
MO	630-658	365
ND	580-588	56
SD	570-577	72
NE	680-693	160
KS	660-679	221
West North Central		9.1%
DE	197-199	58
MD	206-219	320
DC	200-205	32
VA	220-246	684
WV	247-268	77
NC	270-289	403
SC	290-299	157
GA	300-319	507
FL	320-349	1,194
South Atlantic		16.6%
KY	400-427	189
TN	370-385	282
AL	350-369	192
MS	386-397	115
East South Central		3.8%
AR	716-729	135
LA	700-714	175
OK	730-749	200
TX	750-799	1,287
West South Central		8.7%
MT	590-599	79
ID	832-838	104
WY	820-831	34
CO	800-816	293
NM	870-884	57
AZ	850-865	386
UT	840-847	220
NV	889-898	156
Mountain		6.4%
AK	995-999	37
WA	980-994	397
OR	970-979	238
CA	900-961	2,438
HI	967-968	47
Pacific		15.3%
United States		95.8%
U.S. Territories		0.2%
Canada		3.9%
Mexico		0.1%
Other International		—
APO/FPO		0.0%
Unknown		0.0%
Total		100.0%

Minimum Order: 5,000 Names

1 year unlimited usage available

Prices subject to change without notice

Call for any additional costs, conditions and terms.

Business Type

Buying Authority*

Audio Store	1,411	Audio Products	10,486
Camera/Photographic Store	318	Autosound/Mobile Electronics	
Computer/Software Store	822	Products	6,058
Consumer Electronics/Major Appliance Store	8,956	Blank Tapes/Accessories	6,955
Custom Audio/Video Installer	1,436	Cameras/Imaging	6,287
Department Store	352	Cellular Phones	6,242
Distributor	797	Computer Software	5,296
E-Commerce/Internet Retailer	746	Computers/Computer Peripherals	6,388
Furniture Store	310	Home Satellite TV Equipment	7,608
Mail Order/Catalog House	494	Home/Office Products	5,786
Manufacturer's Representative	724	Major Appliances	4,640
Mass Merchandiser/Discount Store	601	Telephone/Answering Machines	5,919
Mobile Electronic/Autosound Store	929	Video Software	4,329
Music/Record Store	202		
Office Super Store	153		
Retail Buying Group	354		
Video Software Store	306		
Wireless/Communications			
Specialty Store	1,689		

Annual Sales Volume

Title

Buyer	1,772	\$250,000 or Less	2
General Buyer	624	\$250,000-\$499,999	830
General Manager	1,682	\$500,000-\$999,999	2,504
Manager	5,073	\$1,000,000-\$4,999,999	6,139
Merchandise Manager	1,007	\$5,000,000-\$9,999,999	2,025
Owner	4,054	\$10,000,000-\$24,999,999	1,572
President	3,748	\$25,000,000-\$49,999,999	1,090
Sales Manager	572	\$50 Million or More	5,936
Sales Person	278		
Vice President	2,052		

Internet Usage

My Company Buys Via the Internet	6,662
My Company Sells Via the Internet	7,436
I Buy Via the Internet on Behalf of My Company	6,493