

Market to decision-makers in the upholstered furniture industry with an *Upholstery Design & Management (udm)* controlled circulation list. Reach over 7,000 buyers and specifiers associated with the design and/or manufacturing of:

- ◆ Residential Upholstery
- ◆ Medical/Hospital Seating
- ◆ Contract Upholstered Furniture
- ◆ Transportation Seating
- ◆ Upholstered Office Systems
- ◆ Mattresses

Upholstery Design & Management is updated quarterly. Contact a DM2 Account Executive for up-to-the-minute counts.



Size of List: 7,977

Base Price: \$110/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
Canadian Names	\$10/M
Employee Size	\$10/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Title	\$15/M

SEE ALSO:

CabinetMaker

FDM

Interior Design

Minimum Order: 5,000 Names

1 year unlimited usage available

Prices subject to change without notice

Call for any additional costs, conditions and terms.

State	ZIP Code	Individuals
ME	039-049	52
NH	030-038	32
VT	050-059	54
MA	010-027	170
RI	028-029	18
CT	060-069	66
New England		4.9%
		392
NY	100-149	474
NJ	070-089	151
PA	150-196	298
Middle Atlantic		11.6%
		923
OH	430-458	211
IN	460-479	355
IL	600-629	319
MI	480-499	321
WI	530-549	229
East North Central		18.0%
		1,435
MN	550-567	135
IA	500-528	79
MO	630-658	153
ND	580-588	12
SD	570-577	16
NE	680-693	30
KS	660-679	55
West North Central		6.0%
		480
DE	197-199	12
MD	206-219	73
DC	200-205	
VA	220-246	332
WV	247-268	21
NC	270-289	1,241
SC	290-299	82
GA	300-319	153
FL	320-349	251
South Atlantic		27.1%
		2,165
KY	400-427	65
TN	370-385	246
AL	350-369	77
MS	386-397	308
East South Central		8.7%
		696
AR	716-729	95
LA	700-714	25
OK	730-749	36
TX	750-799	300
West South Central		5.7%
		456
MT	590-599	18
ID	832-838	27
WY	820-831	8
CO	800-816	73
NM	870-884	20
AZ	850-865	85
UT	840-847	70
NV	889-898	20
Mountain		4.0%
		321
AK	995-999	2
WA	980-994	70
OR	970-979	79
CA	900-961	571
HI	967-968	15
Pacific		9.2%
		737
United States		95.3%
		7,605
U.S. Territories		0.1%
		6
Canada		4.6%
		366
Mexico		—
Other International		—
APO/FPO		—
Unknown		—
Total		100.0%
		7,977

Business Type

Dealer, Wholesaler, Jobber	668
Designer to Industry	278
Household Furniture Manufacturer	4,534
Office Furniture Manufacturer	1,330
Public Bldg. Furniture Manufacturer	528
Retailer Upholstered Furniture	514
Transportation Seating Manufacturer	125

Employee Size

Less than 20	2,255
20-49	1,927
50-99	1,695
100-499	2,815
500 or More	1,237

Title

Engineer	670
General Manager/Administrator	4,108
Marketing & Sales	607
Plant Operator/Production	1,484
Purchasing	712
Research & Development	396

Sales Volume

Less than \$1 Million	993
\$1 Million - \$9 Million	1,679
\$10 Million - \$49 Million	1,092
\$50 Million - \$249 Million	427
\$250 Million - \$1 Billion	108
More than \$1 Billion	28